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National Printer Journalist

Volume 45 Number 1

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January 1927

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The CHALLENGE of the AMERICAN EAGLE

TO CRUSH that mice-like regard of self which nibbles at inconsistencies the while it guzzles flattery; to ATTAIN that breadth of Vision which sees truly the practical Realities and Possibilities; to REACH that height of Service which is far above all cunning and finesse; to *BE* HELPFUL : : that, indeed, is the Challenge of the American Eagle, standing unceasing guard on the cover of

"NPJ"

Per JOHN L. MEYER

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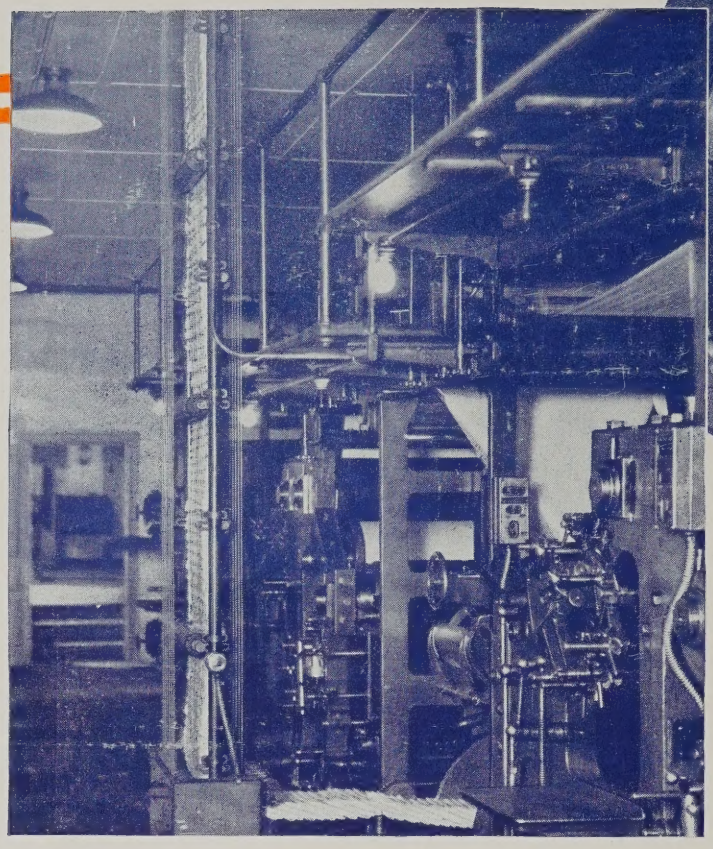

Press-room of the "Morning Call," Allentown, Pa. In addition to the C-H Master Control Stations, note the C-H Conveyor which takes the papers from the press to the distribution room.

C-H Master Push-Button Stations are mounted on each press. From these stations the motors are governed automatically.

As fast as they are printed the C-H Conveyor gets the papers to the distribution room. It enables the "Morning Call" to get on the street on time.

Raising the "ad lineage" with C-H Automatic Press Control

READER interest—circulation—coverage—telling weapons in the contest for increased lineage—advertising leadership.

The "Morning Call," Allentown, Pennsylvania, in a city of 84,000 population, reaches 88.2% of the families in Allentown. The Morning Call is equipped to get news on the street while it is still news. Hence, the reader interest and coverage that results in additional lineage.

C-H Automatic Press Control gives that convenient, time saving press control that gets the paper "on the street first"—that saves valuable minutes in the race with competition. C-H Control gives smooth, safe acceleration, easy push-button control of speed adjustment and instant stopping. *It insures perfect handling of presses and motors.*

There is a C-H Controller for every type motor in your plant. Tell us what equipment you have and our engineers will be glad to make recommendations.

The CUTLER-HAMMER Mfg. Co.

Pioneer Manufacturers of Electric Control Apparatus

1223 St. Paul Avenue MILWAUKEE, WISCONSIN

CUTLER C-H HAMMER

Press Room Efficiency Depends on Electrical Control

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National Printer Journalist
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DETROIT—D. L. Prouty, 507 Hofman Bldg. ST. LOUIS—C. A. Schulenburg, 509 Security Bldg.

Vol. 45 Milwaukee, Wis., January, 1927 No. 1

Here's the New Year : : Now,

JUST HOW EFFICIENT IS YOUR PLANT, BUSINESS?

There are 144 Items You Ought to Check, Says

W. G. BRYAN

And It Takes More Nerve Than Many Can Muster

WE KID ourselves into believing that we have master business minds, when the truth of the matter is we should be doubling our present records.

We like to think that because we did better than our contemporary or almost as good as our competitor, we are going along at a rapid rate.

As a general rule, we are resentful of any man or any concern who advocates a new and better way of doing things.

Most of us are rank imitators. We are influenced by competitive management.

By and large we lack the guts to stand the gaff necessary to effect better and more efficient methods of accomplishment—especially if they require thought and work.

WHAT is an efficient newspaper:printing property business? Efficiency is the elimination of everything that interferes. An efficient *anything* by the same token is one which eliminates the things which interfere and energetically and enthusiastically plans its work and then works its plan.

Newsprint is the barometer of a newspaper's expense. Please get that. It is a fundamental of business efficiency and newspaper management. Its *effective* understanding is of the utmost importance to every publisher anxious to secure the highest degree of efficiency and income from his investment.

Ask most newspaper men what their percentage of paper waste is and they'll invariably reply, "Oh, about four per cent." Checked accurately, checked completely, it is usually from fifty per cent to a hundred per cent *greater*. Ask about frees, complimentaries, returns, over-runs, allowances, etc., and the answer will be, "Practically nothing." In truth and reality these, on

FROM an address by Mr. Bryan for the members of the National Association of Newspaper Advertising Executives, which no doubt will have a permanent place as one of the outstanding contributions to the practical literature of printing and journalism of 1926.—J.L.M.

an average, amount to three or four per cent daily, and about five per cent on Sunday. Sometimes much more.

Startling as it may seem, and unbelieveable as you may think it to be, the difference between the amount of white paper bought at the mills and the amount turned out as a finished product shows a loss of about ten per cent. Fifty per cent of it should be saved.

If your wrapper, transit white, press room white, printed, bale, and core amount to more than four per cent you are not conducting an efficient newspaper.

If your frees, complimentaries, returns, over-runs, allowances, office copies, etc., exceed one per cent daily and one and one-half per cent Sunday, your newspaper is not on an efficient basis.

THERE are 144 separate and distinct items in newspaper management with which you should be familiar in order to achieve the greatest success. At least 100 of these are absolutely essential.

Eighty-three years ago the Common Council of Philadelphia failed by only two votes in passing an ordinance prohibiting bathing between November 1st and March 15th. Boston, with its present boasted Back Bay district, could not bathe except upon a prescription from a physician. In the newspaper business today we are doing things almost as foolish. Habits are hard to break. Customs are hard to change.

RATES UP; LINEAGE UP : : : :

THE *most efficient way to increase lineage is to first increase your rates.* This applies to both Display and Classified. I speak from twenty years experience, without a single failure on that score.

If your classified advertising rate is not as high as your foreign advertising rate, then your newspaper

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Do You Know that the Best Way to Increase Lineage is to First Increase Your Advertising Rates? : : : : : :

is not efficient. Soliciting expense on classified exceeds local, and is about the same as foreign. Ten per cent to fifteen per cent loss from leads and heads offsets the fifteen per cent paid agencies, so equalized classified and foreign rates produce the same net per line in the box office.

Henry Beverage, classified manager of the Portland *Press Herald,* in one year raised classified rates two times. He gained more than 200,000 lines, while his dominant competitor lost. And he brought the net line up until it exceeded both local and foreign.

15 PERCENT BACK IN : : :

IF your newspaper is a successful classified medium and you are failing to put in fifteen per cent of your revenue back into the soliciting department, and five per cent for promotion, you may be getting gratifying increases but you are not efficient.

If your newspaper occupies second or third place you should be investing twenty-five per cent to thirty-five per cent of your classified revenue to reach first place.

If you fail to carry three classified ads per capita, and an average of seven lines per ad, or a total of twenty-one lines for every man, woman and child in your city, then your newspaper is not efficient. Twenty cities reached this record last year.

The classified lineage of the country now exceeds foreign and stands good to eventually outstrip local display.

Classified, since it has outstripped foreign advertising, deserves your attention, for it can be made most profitable and *is most excellent as a circulation builder*—and I started originally in the news department.

If your classified pages fail to yield fourteen lines to the inch (most newspapers get only twelve) or 270 count lines to the column instead of the 240 to 250, average, your newspaper is not efficient. *About* 30,000,000 *lines of space, with a cash value exceeding* $5,000,000 *is lost annually through failure of newspapers to pay attention to this seemingly small detail.*

But getting to the thing you think important—Display.

HOW MUCH TO SPEND : : : :

IF you are not spending as much on your display and classified staff as you are spending on the news and editorial departments, you are not budgeting your expenses efficiently or effectively. You expect the advertising department to fill fifty per cent of your newspaper each day. Then why not allow the same expense for doing this?

You Can Name on the Fingers of One Hand the Newspapers that are Intelligently Promoted : : : : :

—BRYAN

If your display men are each looking after more than sixty active and prospective accounts, you are not on an efficient basis.

If your display men are not averaging twenty-one legitimate calls a day they are not efficient. New York, of course, is an exception. Twenty-one calls a day allow fifteen minutes with an advertiser, five minutes to go from place to place, and require seven hours of street work daily.

Your supposedly high-priced men represent the lowest percentage cost to you. Be efficient by forcing your men to make money.

If you are not spending for promotion, five per cent of the revenue derived from display, you are not only inefficient but also inconsistent. You have your men tell merchants and manufacturers they should spend five per cent of their sales to increase business. There are more than 5,000 national advertisers, and goodness only knows how many local advertisers. Yet there are not fifty newspapers in America advertising consistently and persistently. Oh, ye of little faith!

You talk opportunity to your soliciting staff. How many of you give a five per cent bonus on the gains in excess of the previous year? Many newspapers are saving dimes and losing dollars by not letting their business producers make more.

Aside from department stores how many million-lines-yearly classifications have you? Food, furniture, financial, men's clothing,

NEWS and ADVERTISING ADVERTISING and NEWS

EDITORIAL IN THE CHICAGO (ILL.) TRIBUNE

DECEMBER 13, 1926

THE managing editor of *The Tribune* has received a letter from an advertising firm in behalf of one of its clients. The business of the client has appeared in the news, as the advertising firm sees it, detrimentally. The managing editor is requested to avoid this where possible, as the effect might be damaging to the client.

Any citizen who felt that the breaks in the news were doing him an injury unjustly would be received in the right spirit in a decent newspaper's news office. He would not be so well received if he made his way to the local room through the advertising office.

What arouses resentment in a newspaper office is the presumption that justice would be done a citizen more quickly and more completely if the pressure of advertising were added to his case. In the present instance we do not know whether the advertising agency acted on its own initiative or at the request of the client. The error was wherever the idea was.

THE *Tribune* does not intend to injure any one unjustly and in this case was not aware that news had been breaking badly for the business in question. If the connection of the business with the news was essential to the news it would be unavoidable injury, one which would not be the business of the newspaper to prevent by suppression. If the damage was done by unjust incident the direct approach of the injured citizen to the managing editor would have given him full consideration. Approach through an agency placing advertising implies not only that pressure was the only way of getting justice but that it was a means of getting undeserved favors.

The news of *The Tribune* is not edited by the advertising department. If it ever is it will not be a newspaper.

How Much to Spend in Order to Get to a Certain Goal; And, then: How Much to Ask for that Service in Cash

women's wear, automobiles, radio, real estate, used cars, and classified For Sale miscellaneous are all good for a million lines per year or more. In saying this I have in mind that *the size of the city is not so important as the vision of the publisher.*

If your soliciting staff is not concentrating in covering classifications rather than territory, you are losing out on newspaper efficiency. Make a man responsible for a classification and you have given him a definite task of which he can be proud. Let your men run loose on territories, and you lose business.

HOW MUCH TO GET : : :

MOST newspapers fail to charge enough per line for display, just as they fail to secure a sufficient rate for classified. If you are not securing at least one-fourth cent per line daily and one-sixth cent per line Sunday your newspaper is not efficient. *Smaller newspapers should secure even more. Larger metropolitan newspapers perhaps a little less.*

And now the much mooted question of differential between local and foreign rates. A check-up of twenty cities shows that it costs between ten per cent and twenty-seven per cent to secure national business. The average is sixteen per cent. To this must be added the agency commission of fifteen per cent and often the two per cent cash discount. To secure local business costs from three per cent to fifteen per cent. The average on display is about six per cent.

It costs you so much to produce a line of space. Now to secure this initial cost, plus a reasonable profit your foreign rate should be high enough to take care of the additional soliciting expense, plus the agency commission. Most of you will find there should be about a twenty-five per cent differential.

When you know your cost, when you understand what you must actually secure to make a profit, you can clearly see that the fellow who tells you that your local and foreign rates should be the same is indulging in a lot of bunk.

THE 12-EM COLUMN : : :

I WANTED to talk about the 12-em column or 12½-em or 13-em. When I outlined this plan for Victor Lawson in 1913, seventy-two newspapers had adopted one or the other, and Mr. Lawson said, "You will wreck my newspaper." *Today there are more than 450 newspapers using the 12-em* although I had advocated only the 12½ to Mr. Lawson.

W. G. BRYAN
The Bryan Organization
New York City

When I was in the General Management of the Hearst Organization, I worked a year and a half to get the 12-em standard adopted. Mr. Hearst saved three per cent on his yearly white paper bill of $20,000,000.00 by cutting off one-half em. *If the newspapers which have not already adopted the 12-em or 12½-em standard would cut off a half em they could save more than $5,000,000 worth of newsprint annually.*

How many of you know there are four afternoon newspapers in Chicago and every one of them of a different column width? Probably even the men in Chicago don't know that.

SUBSCRIPTIONS by PHONE : : :

SOLICITING subscriptions by telephone, the same as you do classified, is another subject. On the old *Record-Herald,* in Chicago, we put on 23,852 new subscribers in eleven months at a cost of only 42.2 cents apiece. *A three-months check-up with the girls who did this work and a soliciting crew showed that the girls secured subscriptions without premiums, less expensively and more easily than the fellows who rang door bells and gave away a set of dishes.*

YOUR COLLECTIONS : : :

I WANT to talk about collections. Your display should be ninety-nine per cent, your circulation ninety-eight, and your classified about ninety-seven per cent. I find newspapers satisfied if they can get ninety per cent of their classified collections. Yet, out in Los Angeles where, in 1912, that condition existed they are now getting ninety-nine per cent on classified, and they do a business of about ten million lines per year.

The collection department of the average newspaper kills active and prospective regular classified users faster than the most progressive Classified Managers can build new accounts. If more than 10 per cent of the classified accounts of the previous month are on your books after the tenth of the month you are not conducting an efficient newspaper and your collection department—usually the great handicap to classified growth—should be checked up and, if necessary, changed.

THE BIG TRUTH : : : :

THE truth of the matter is that the thing we sell, advertising, is the greatest power in the world, and we do not believe it. We do not believe it. *You can name on the fingers of your hands the newspapers of this country which are intelligently promoting.* Everybody says they are promoting. Yes, they run an ad in the Saturday edition because there is space for it.

When Victor Lawson went into promotion in 1913, following the Chicago *Tribune* which broke every record in its history, the Chicago *Daily News* gained 1,982,673 lines of Display and Classified even though the classified department raised rates two times.

The following year the Chicago *Examiner* broke every record in its history. *They all did it through promotion, the power you sell.* It is the greatest force in the world today, but as yet we don't all believe it. The Classified man is up and coming. He is open to new ideas. We display men could copy them to advantage.

JOHN GREEN 'BURBANKS' NEWS-JOB PLANT for FARMERS in a CITY

Staff of 70 Rural Reporters Key to This Achievement

By EDSON RICH

THE new manager and part owner of the *El Paso County Democrat* was busy scratching names off the free list. When he got through he counted up the survivors. The total gave him a gone feeling. There were less than 350, *bona fide*.

That was in November 1915. The combined paper and job-printing plant was glove-tight in a near-dry goods box at Colorado Springs, Colo. There were three on the pay roll and John N. Green was one of the three. The *Democrat* was then a weekly sheet of eight pages, four of which were ready print. Its advertising value was nil.

Today the paper goes under the name of Colorado Springs, (Colo.) *Farm News*. It runs from 16 to 24 pages, seven 12-em columns to the page, and all home print. It takes up two numbers at 18-20 North Nevada avenue and discovers that it needs more room. The paid-up circulation is 3,200, reaching better than 87 per cent of a population covering territory 75 miles to the east, south and west and around 50 miles towards Denver. A good many communities subscribe 100 per cent. Every week the pages carry from 50 to 65 per cent advertising and this in spite of crop conditions in eastern Colorado which have made sledding a little rough during the last few years. The *News* has won first and second awards in several state contests. In 1925 it entered the National Editorial Association Community Service contest for the first time without any special preparation and was awarded honorable mention. Last year it took third place.

The job printing department has more than kept pace, and under the slogan, "The House That Service Built" boasts of being the most complete and modern, even though not the largest plant in the state. In addition there is a stationery and school supply department which pays its way and more.

MR. GREEN tells about it this way: "Up to the time I became manager of The *Democrat* it had been purely a political organ. But, with less than 350 subscribers it obviously was not a paying proposition. The first move we made, therefore, was to analyze the field —to see whether the people wanted to keep on with the political type of paper to the extent of being willing to support it, or whether they wanted the type it now is—a rural weekly of a semi-news nature.

"To build up our circulation we sought the co-operation of the country people, naturally. We did most of this through the country correspondence idea. The *Farm News* is now supplied by a staff of 70 reporters, more than 45 of whom contribute regularly.

"In the first place, please note that *we call them reporters, not correspondents.* We have found this to be important. In the second place, *they receive no compensation except such commissions as they get as authorized agents in securing subscriptions and advertisements.* It goes without saying that they receive a copy of the paper and necessary stationery—and at Christmas time a little gift.

"The fact that we pay no space rate is one which most rural editors cannot understand. 'How can you do it?' they ask. We not only can do it but we have a waiting list as long as that of an exclusive country club. More than that we 'fire' a reporter when he doesn't measure up to our standards and we edit his copy as sternly as though he were a high-salaried man.

"It may be that the reason why we can do this is because *we never lose an opportunity to prove to our reporters how essential they are to us.* They have come to know that we depend on them and were it not for their zealous interest we would be lost. And then there is local pride to consider. What with 70 communities represented a reporter is no less than a traitor who does not see to it that his own community's affairs are down in black and white with each issue.

"The name of the reporter at the head of his column and the location of his community with relation to Colorado Springs may have something to do with all of this.

"All but two are women.

"We take the pains to train our reporters. We encourage them to come in and talk to us, and we send each reporter a little book which tells him as nearly as possible what is and what is not news.

LOCK-UP and PRESS ROOM, COLORADO SPRINGS FARM NEWS PLANT is Always LIGHT and AIRY

STATIONERY DEPARTMENT PULLS BUSINESS, too, for FARM WEEKLY LOCATED in a CITY, NEARLY 50,000 INHABITANTS with DAILIES

"NO, we do not pay our reporters at so much cash for so much type. But once a year we invite them all to come to town at our expense. This is at the time of the Autumn Exposition held in Colorado Springs in November. We get them to come into the plant and we show them everything from the office to the printing press. We impress upon them just how much a part of the paper they are. They have come to town to inspect *their* paper. We have a big feed somewhere and a program along with it. They participate in the program. It is *their* show.

"Right there is where we have an opportunity to improve the journalistic abilities of our lesser reporters. We don't get up ourselves and do any criticizing. But *we pick out an especially good reporter and get him to tell just how he does things.* The lacking ones usually take the hint and there's no hard feelings.

"At these annual meetings we always have one or two speakers from outside. Then, after the program—the one last year was so full of discussion it lasted four hours—there are tickets for the theatre. And those who have to stay over night are our guests.

"This year we hope to form an association with officers and all that, and turn the management of the organization over to the members, arrangement of program and all.

THE daily papers claim that they cover our field and the advertisers are apt to believe them. However, 3,200 circulation helps that matter considerably; business men now call the *Farm News* the *"Farmers' Bible."*

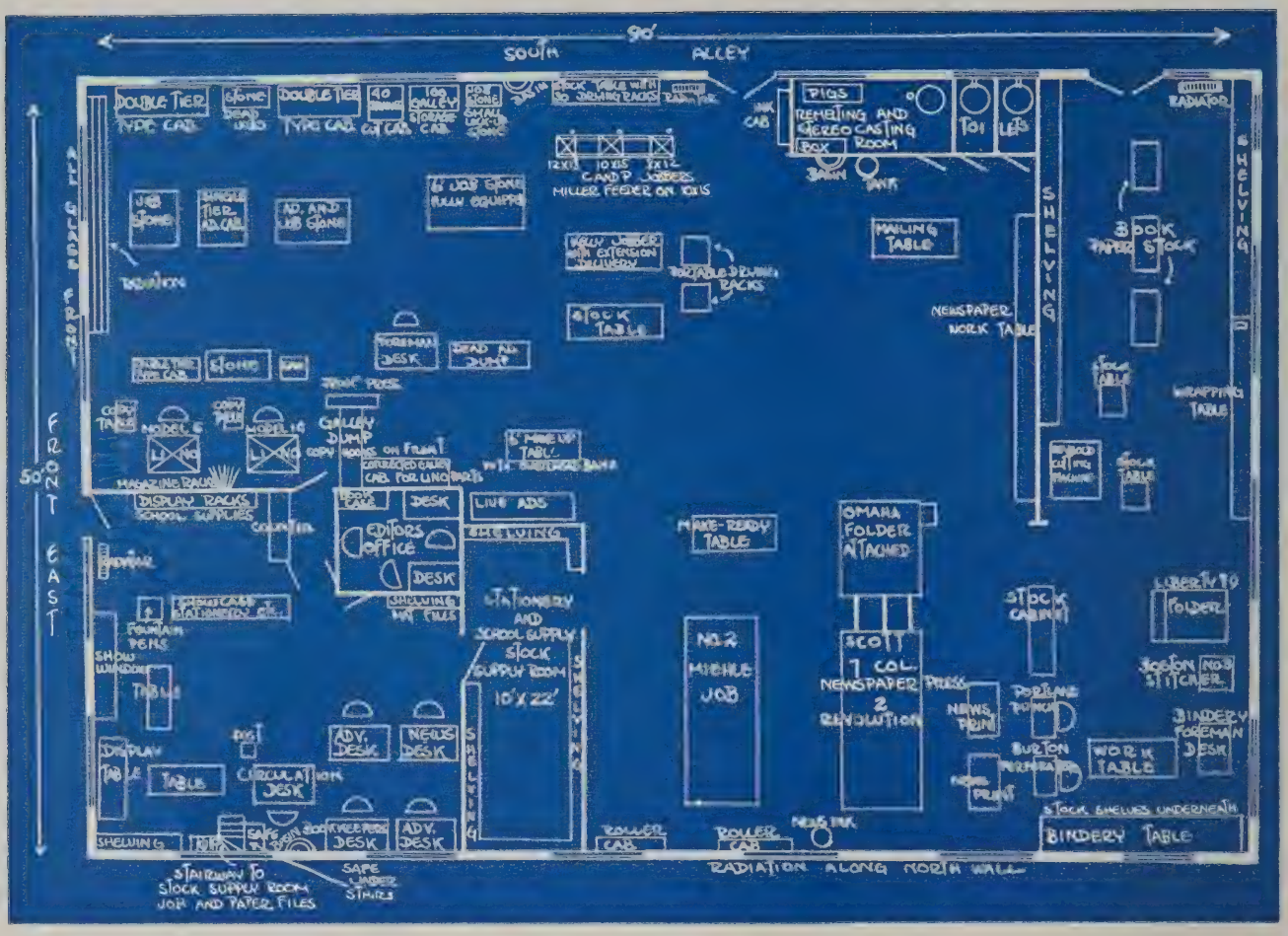
"A city of 40,000 inhabitants such as Colorado Springs, cannot well produce the news items which will interest the rural communities. The rural newspaper published in a city cannot back the movements it could were it situated in a small town. The questions of street lighting, or paving, or local politics cannot become any issues of interest. That puzzle has taken care of itself in the contributions of our 70 reporters. Out of all the items they send in each week there is sure to be a paragraph here and there which, run to earth, develops into a news story. The county and district courts furnish a steady flow of news out of which there is always something for the *Farm News.* And, of course, we never forget the County Agent.

JOHN N. GREEN
Publisher, Colorado Springs Farm News

"In addition, we have seven other departments, each one of which has been carefully chosen as a circulation holder. Our Child Welfare Department is responsible, probably, for holding 25 per cent of the circulation. This is under the direction of Dr. Timmons, a Colorado Springs expert. *We believe the choice of local writers is important.* For years Dr. Timmons has conducted clinics at the court house and mothers swear by him.

"Then, there is the County Nurses' Association column. This is personal, too, conducted by a nurse who visits rural homes regularly.

"The School Department gets the younger people. Every school is invited to send in correspondence during the school year and the ef-



LAYOUT of COLORADO SPRINGS (Colo.) FARM NEWS

"The Inside Works" of a Very Unusual Publishing-Printing Plant

fect is the same as that of our 70 communities representations. In addition, we have an annual essay contest in which the best essays—judged by the county superintendents—are printed in the *News*. No prizes are necessary. It is sufficient for the prize winner to see his essay in print.

"There is the Poultry Department. This is a paid department, supplied by one of the best authorities in the state. The poultry raisers swear by him. Another paid and paying department is the Weekly Weather Forecast from Washington. Many farmers take the paper just on this account. Finally, there is the Washington department. This is, of course, a news department, but one calculated to be of prime interest to rural readers. We pay a lot of attention to our editorial page.

"We have never conducted a contest of any kind to increase circulation and never will. The only prize we offer is a silver cup given each year to the community having the best exhibit at the Autumn Exposition.

"We are accurate to the point of quarrelsomeness, I suppose. A weekly paper has time to be so. We never lift anything from other papers without first checking. In this manner we have won the name of the *"Farmers' Bible."*

"WE believe in rubbing shoulders. We never pass up a meeting of any importance. The three of us, Mr. LeCrone, joint owner and advertising manager, Mr. Pace, the news editor, and myself, often take week-end trips into the country. We always take a camera with us.

"*Farm News* is the only rural paper in Colorado which has a pay-in-advance plan that sticks to it. We stop on the dot. However, we are not impersonal about it. And that is important. The farmer is a bit different from the man who lives in the city. He needs more attention. As a class, the farmer is easily offended, suspicious and apt to think that he is down-trodden. He likes to have the other fellow think about him.

"So we send him two notices. The first is a form folder got out in the most friendly manner possible to anything of that nature. We take care to make it attractive. This goes out 15 days before expiration.

"The second notice is a postcard, but a personal postcard—and decidedly a friendly one—signed by myself. It goes out the week of expiration. It usually brings them.

"But if it doesn't and the paper is stopped, then Mr. Farmer gets a letter from me asking what is wrong. There is usually a very good reason when a man stops his paper and we have found that the letter we send him usually brings results. There has scarcely been a time, unless the subscriber has moved away, that this letter has not brought an answer from him and, almost always, a renewal."

WHATEVER games are played with us, we must play no games with ourselves, but deal in our privacy with the last honesty and truth. At the bottom or at the top of all difficulties I set the cheat which leads us to work and live for appearances.—EMERSON.

PRINTER vs. STATIC, DAVID vs. GOLIATH

Texan Describes the Various "Slings" He Used, and How He's Still Battling

By L. D. SHAW

SOME wise man once said, "Fools rush in, where angels fear to tread", and I know full well the probable fate of any man who has the temerity to go before a body of representative printers and publishers, and dare to say that he knows one solitary thing about static in the press room. He is liable to take rank with the radio fan who claims Timbuctoo on a crystal set.

Most printers have ideas on the static question somewhat akin to those once held by the Lady Boss of the Higgins *News*: "Static always was and always will be".

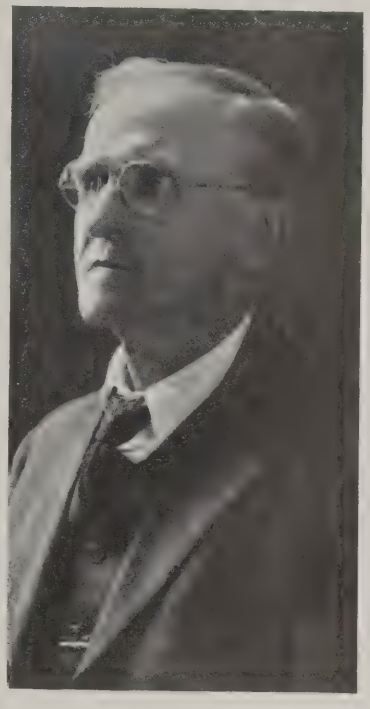
There are at least two varieties of static with which most of us are familiar. There is the audible variety so common in radio, and the more or less audible, and visible, and sometimes painful static, known to the printer. For the first variety I know of no remedy, but for the second variety I have, perhaps, a solution to offer. I have worked out a little, simple device that, so far as the Higgins *News* is concerned, has been a veritable boon, if not a specific.

BEGINS HIS CAMPAIGN : : :

WHEN we first bought the Higgins *News*, a little more than twenty years ago, there was in the shop an old Prouty press. And of all the printing presses the Prouty stands far in the lead with me as champion generator of static electricity. She was propelled by a vigorous application of elbow grease—and much lack of wind on the part of the man machine at the end of the performance. It ran off about 300 copies an hour, when the man-motor was in good form; at that speed we had but little trouble with static.

About six months after buying the paper we put up a new building, installed a gasoline engine, and increased the speed to about 1,200. And then I found out just what static really is. She is no shy maiden. She meets a man at least half way.

The press depended on gravitation for delivery of the printed sheet, being totally innocent of the ong delivery fingers with their positive carrying of the paper from the cylinder to the delivery board. If the weight of the paper was greater than the attraction of the electricity, delivery was good; if, on the other hand, static was great enough to overcome the weight of the paper, it was a case of picking the fragments from the rollers.



L. D. SHAW

Publisher, with Mollie Shaw, of The Higgins (Tex.) News

At one time we ordered Western News ready print—and, strange to say, Western News ready print solved the static problem. This statement may sound a little "fishy". I vouch for its truth. That ready print was of such a weighty nature that by sheer heft it beat the static at its own game. Perhaps, however, I had better explain that the ready print in question consisted of two sheets pasted together. During the whole time we were using it we did not have any trouble from static in any manner, shape or form. Why this should be I cannot tell. It is one of those idiosyncrasies about static.

Fortunately for myself, when I was a young fellow, I took a course in technology, and later, spent three years in an analytical and experimental chemical laboratory.

PUTS SCIENCE TO WORK : : : :

THE first question that presents itself in such an investigation is: *"What is static?"*

The dictionary tells us that it implies "stationary"; and when applied to electricity it signifies stationary electricity, in contradistinction to the electricity that flows so freely on the wires. It is electricity of high voltage, but lacking the amperage necessary to cause it to flow readily. It is the electricity that is generated during the thunder storm, and is produced artifically only, I believe, by friction. It is the same kind of electricity the ancient Greek philosopher obtained by rubbing a piece of amber or jet. It is electricity that will not flow freely along ordinary conductors, but it has the power of jumping across a considerable gap.

My first device was based on what we knew, years ago, as the electric machine. I believe it is now called a static machine, and may be found in any well equipped school.

This machine consisted of a glass cylinder, or disc, that could be rotated on its axis; a chamois skin, soaked with an amalgum of mercury and tin, as exciter; and a rather large brass contrivance, with a number of sharp large brass points, almost in contact with the cylinder, as a collector. The friction of the chamois skin on the glass produced the static, the sharp points collected the energy, and it was stored up, to a greater or less extent in the heavy brass body.

Taking the old electric machine as a model I put together a collector, with sharp points running across the full length of the cylinder, but not quite touching the printed sheet. I also attached a heavy copper ribbon to conduct the electricity to the body of the press, and grounded the press in like manner.

This experiment was a total failure.

AND, ANOTHER DEVICE : : : :

PURSUING the similar line of thought, I built another device of similar nature, using thin, flexible brass wire; spacing the wires closely together, and just touching the cylinder. This was also a failure.

Then one fine day it occurred to me that in experimenting with frictional electricity in the olden days, all apparatus must be absolutely dry, if favorable results were to be anticipated. I then recalled seeing an old printer somewhere, "wetting

Full Account of One of the Many Jousts Going on In Large and Small Shops All Over this Continent

down" his paper. In his case, however, the idea was not to abort static, but rather render the paper more flexible so that it might make better contact with badly battered type.

It occurred to me that wetting down the paper would be a positive remedy.

RESULT: A SIGHT : : :

IMITATING the old printer I wet down an issue, and while that particular day was strictly a good static day the whole issue went through without a trace of static.

But the Higgins *News* of that week was a sight for the angels to weep over.

In order to satisfy myself I wet down the paper the following week, with equally satisfactory results, no sign of static, but a most unsatisfactory looking paper.

For a long time I searched for some device that would add a trace of water to the paper without adding sufficient to give the appearance of having been in a cloud-burst.

Finally I had a galvanized iron trough made, equal in length to the tympan sheet, which I suspended above the cylinder. I then cut a piece of iron rod the length of the trough. To this iron rod I tied a series of short lengths of wrapping twine, spacing them about half an inch apart on the rod. The iron rod was then placed in the bottom of the trough, allowing the pieces of twine to drape over the edge of the trough, and cutting them to such a length that the ends rested on the top of the cylinder, and then I grounded the trough to the press bed.

When all was ready to go to press I filled the trough with water; depending on capillary attraction, and, perhaps, the principle of the siphon to do the rest.

In a very few minutes the device began to work. Each of those little pieces of twine acted like a wick, conducting a modicum of water to the paper passing over the cylinder. This device *almost* succeeded; provided, there was no stoppage of the press. It was by no means a *remedy* for static.

There was one great drawback to this siphon device. If for any reason the press was stopped for a little while, those siphons did not stop.

One fine day—there is always a fly in the ointment—one of those strings slipped between the grippers and the sheet of paper—and

Even Friend Wife Admits, at last, He's Winning : : : :

then something happened! That piece of iron rod flipped out of the trough, and, of course, it fell diagonally, right acros the front page—and you can imagine the rest.

NOT "THROUGH", YET : : :

DURING the time I was using the wrapping twine arrangement I noticed on bad static days that the walls of the trough were covered with small bubbles of gas—a pretty certain indication of the decomposition of water by electrolysis; and the certainty that the twine strings were collecting considerable electricity from the paper.

After the episode of the twine and the iron rod, for some time I was at a loss.

Finally, it occurred to me that if I could devise a kind of brush, extending the full length of the tympan sheet, it would be possible to cover the entire printed sheet, with no places out of contact, and better results might be anticipated than where contact was only partial, as was the case with the wrapping twine device.

My first idea was a strip of felt—but I was not able to procure the needed felt. Finally, it occurred to me that such a brush made out of blotting paper, properly supported, might do the work.

I then had another galvanized trough made. This I placed in the rear of the cylinder, filled the trough with water, and put my blotting paper brush in the tank, in such a position that the edge of the brush was in contact with the cylinder from one end to the other.

I don't believe I will ever forget the first time this appliance was tried out—not even though I were to live as long as the aged man spoken of in the Bible.

NOW, THE BIG DAY! : : :

IT WAS press day. We were somewhat late, and the Lady Boss of the *News* was not very highly elated at me taking the time to put the appliance in position. She had an idea that static never had been mastered, and never would be.

And, as usual, she took up her position at the delivery end of the press, fully expecting a busy time in the interesting game of grab. And *she never made a single grab during the whole run.*

That run went through like magic. Every sheet fell into place on the delivery board, and the pile of papers at the end of the run, was stacked up almost with the precision of a jogger. And they my Lady Boss declared that it was a fluke. There was no static on that day. A regular Job's comforter.

The next press day came far too slowly, but when it arrived it was a duplication of the one before it—every sheet delivered perfectly. And still it was pronounced a fluke. And the same thing continued to happen, every sheet delivering perfectly. I believe it was fully six weeks before the lady in question would admit the success of the contrivance. It was too good to be true.

TINNERS' STRIKE, ETC. : : :

WITH some little modifications and improvements on the original model, we have been using this device for a number of years; and when I have taken the trouble to keep the brush in good shape it has never failed. I applied for a patent, and obtained it. And just as soon as the patent came to hand I made arrangements with the W. N. U. to try it out in Wichita. And now I am going to tell you of its failure.

On the very morning of my arrival in Wichita the tinners in the city had gone out on strike. And had it not been for a good friend of mine who owned a big Super-Six, and evinced a perfect willingness to take me to the ends of the earth, if need be, it is not likely that I would ever have gotten anything done.

In building the device for the big press in Wichita—I purposely picked on the biggest press in the room—I overlooked the fact that instead of a cylinder of 10 inches diameter, I was now up against one of three or four times that size; and instead of a speed of 1200, as at home, the Wichita press ran probably at twice that speed. As a result of these two factors it was impossible to keep the required moisture on the brush.

Not having the needed time to put on the job I was obliged to abandon it. And there the matter rests.

I am now working on another appliance, acting on a totally different principle. It is purely electrical in its nature, and no water is contemplated in this application. But while the results are of a promising nature, it is too early at this time to say anything about it.

PRIZE SCHOOL PAGE BUILT THIS WAY:

Four Years of Close Work by Publisher With Teachers and His Own Assistants

By R. C. PATTERSON

HOW to handle the school page is a question which has caused more than one publisher of a weekly paper, large or small, to spend some time in serious thought. Also, the daily publisher. Just how much territory it should cover, how much prominence should be given to the page, who should write the stories, and such questions as "should athletics be stressed above everything else," are just a few of the points that arise in connection with such a page.

Judges to determine the winner in a contest conducted by the Nebraska Press Association this year awarded the cup for the best school page to the *Cedar County News,* published by J. P. O'Furey at Hartington, Nebraska.

The winning of that cup was made possible through a determined effort to conduct a school page that was a credit to the schools of the entire county, and the publisher of the paper worked for four years before the page became what he desired it to be.

WHEN the idea of a school page for the *News* was first considered, it was decided that provincialism no longer had any place in the columns of a modern country weekly. This thought had been previously carried out in regard to other types of stories, and it was believed there was no reason why it could not be applied equally well to a school page. Consequently, the decision was made to handle the news from as many schools in the county as possible, instead of devoting all the space to the schools of the town in which the paper was published.

Then came the problem of reaching the teachers in the 100 and more districts of the county, and explaining the school page to them in an effort to secure their co-operation. Fortunately, a meeting of all the teachers in the county is held annually just about the time that school opens in the fall.

The publisher of the *News* went to the county superintendent of schools, explained his idea of a county school page to her, and secured her permission to make a short talk to the teachers in their meeting.

In this talk, the teachers were told that stamped, addressed envelopes would be furnished to them for the sending in of news about their schools. They were also told that those who wished to co-operate by sending in news would receive a copy of the paper each week free of charge. They were requested to leave the paper at the school, so that the pupils could read the school news, see what was said about their own school, and also what other schools in the county were doing.

FOLLOWING this meeting, the names of all the teachers were secured, together with their districts and mail addresses. Letters explaining the salient points of the campaign for a county school page were then mailed to them, two stamped envelopes addressed to the

PAGE TWO THE CEDAR COUNTY NEWS, HARTINGTON, I

Cedar County School News

A Newspaper Devoted to the Interests of the Schools of Cedar County.

HARTINGTON, NEBRASKA, MAY 13, 1926

DISTRICT 87 HAS FINE P-T-A

Organization Has Done Much For Betterment of School Conditions

Another Parent-Teacher association is coming to the fore in Cedar county in District 87 of which Miss Mary Neary is the teacher. Their last meeting was held April 30, which proved to be one of the best held this year. Invitations were sent out to every patron of the district and most of them turned out to the meeting.

Following the meeting the seats of the school were moved and the floor cleared for a dance, into which everyone entered with a great deal of enthusiasm. At midnight a fine lunch was served by members of the association.

Through the efforts of the P-T-A in this district globes, a gas lamp and many other articles of which the school were badly in need have been furnished. Besides these, there is being built a fine community spirit and a better understanding between the patrons and school.

BUILD BIRD HOUSES

All the warblers of spring are being welcomed to Morning Glory school, District 114, and are invited to live in any one of the pretty little homes which the boys of the manual training have made for them. So far many bird families have come to live on the school grounds and find the pupils very kind to them.

Quarterly examinations have been taking up the most of the time of the schools of Cedar county last week. Morning Glory school, District 114, gave the highest average of the school in the quarterly examination to Clarabelle Mackey, a third grade pupil, who had an average of 93¾ per cent. The second grade had the highest average as a class, which was 89 per cent.

A WAY OF IMPROVING ENGLISH

Teacher Gives Experience in Freeing Pupils from the Use of Slang and Poor English

Miss Irene Quinby, one of South Dakota's teachers, has found a scheme for the elimination of slang and poor English. She has each pupil draw a flower garden on a large sheet of white paper. A certain number of flowers are drawn in the garden and colored with bright colors. Each pupil observes the language of the other pupils thruout the day and reports when he hears someone speak incorrectly or uses slang.

Every time a pupil corrects another he adds a flower to his garden and the one who uses the slang puts an ugly black weed in his garden. At the end of a month a report is made of the number of flowers and weeds in each garden. The pupils work very hard to keep their gardens free from weeds, and teachers will find their language improves in a very short time.

TRACK TEAM TO WAYNE MEET

Enter District Contest; Picks The Track Team This Week

Hartington's High School track team will be entered in the district meet to be held at Wayne, Friday. Coach Knapp is putting the candidates through a series of stiff drills this week, whipping them into shape for the contest.

With the green material available, the coach is satisfied with the showing they have made in their two meets at Yankton and here. He is developing enough men to have a fine nucleus next year. The experience gained in these meets should give them a good start next spring.

McConnaha, Olson, O'Furey, Sinkey, Mathews, Edwards and Aspen are likely members of the squad to make the Wayne trip. Judging from the competition shown here in the invitation meet, some of the boys should bring back honors. Selection of the team will be made today.

School board members of the county will hold their annual meeting on Monday, June 14, in their respective school houses. All those living more than one and one-half miles from their own school, nearer another to which they wish to be annexed must make application for such privileges 10 days previous to this date. Application blanks may be had upon request from the office of the county superintendent.

FOUR SCHOOLS CLOSE TERMS

All Others Will Finish Year By End of May; Attendance Good Thru Year

Brookey Bottom school, District 7, Rose Vale, District 79, District 68 and District 86 are the first ones of Cedar county to close their term of school, the closing taking place in these districts on May 7. Of the others, 21 will close May 14; 61 on May 21 and 28 on May 28.

All the schools of Cedar county have nine-months terms, the schools closing earliest being those which began on the last day of August and had no Christmas vacation in order to bring the day of closing nearer. Very few pupils now quit school in the spring on account of farm work, the worst time being in the fall during corn husking.

Pupils of the rural schools who did not finish their eighth grade examinations the first time began taking the examinations again this morning and will continue through tomorrow. In the first examinations 147 passed in all the tests and are now eligible for high school.

ELECTS TEACHER

Miss Mildred Patrick has been elected to teach Meadow Grove school, District 52, for the coming year at a salary of $85 per month. R. A. Russell is the director of the district. He is the first one to report the election of a teacher this year.

TO HOLD BANQUET

The Junior-Senior banquet of the Coleridge high school will be held Friday evening in the auditorium of the school. The Old-Time dining room will be decorated to represent an Old-Fashioned garden and the scheme of the whole banquet will be carried out in this idea. There are 28 seniors graduating this year.

WILL

Members of school orches from Station Thursday May hour. The honor was rec of this week L. B. Gifford schools, who the orchestra time will allo of the work the students th

GRADUATION

Laurel and Girls Cl

Girls of the Laurel high sc upon their scho to spend in a than the right their graduatio year the girls simple dress, tw uniform in sty there is limited girls will make thus keeping c to the minimu

In Hartingt wear dresses limited to $12. material and for the entire also wear whit ation costume In cases wi girls themselve the pattern an form dresses w was found that ing them made so the plan wo

SURPRISE S

Gene Cherry, of Morning Glo 114, surprised h the occasion be Gene brought su with pop corn, c Everyone greati and wished Ge happy birthdays mates. Another school has enjoy which the losing ter English conte ners. Games w later part of the which cracker ja to all.

TO HOLD

Invitations for banquet of the L were sent out The banquet will school auditorium and one of the be held is being plan

QUARTERLY

Alfred Coulter, trict 103, receive 90 in the fourth inations held la Smith, a first gr in spelling and second grade, ear metic.

VISIT PUPI

Edith and Ferr of District 103, Lei home Thursday n found that these read two first s home during the three which they

BUYS

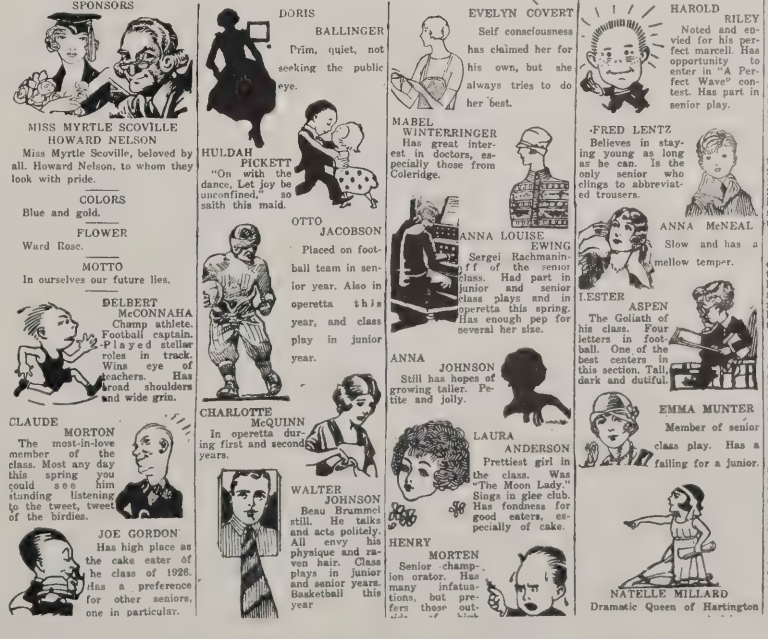
Sunny Lea sch of which Ira Wil er, has purchase basket social gi with part of th a short time ag and pupils are of this new piec

STUDY P

Following the and Its Value" seventh grade the Laurel schoo anced dinner wh in any home. read and graded the benefit of e

Rachel Gronlun Sunny Lea school earned the Merit provement in per

Mrs. L. R. McK

Hartington Graduates *as seen by The News artist and friends of the graduates*

SPONSORS
MISS MYRTLE SCOVILLE
HOWARD NELSON
Miss Myrtle Scoville, beloved by all. Howard Nelson, to whom they look with pride.
COLORS
Blue and gold.
FLOWER
Ward Rose.
MOTTO
In ourselves our future lies.
DELBERT McCONNAHA
Champ athlete. Football captain. Played stellar roles in track. Wins eye of teachers. Has broad shoulders and wide grin.
CLAUDE MORTON
The most-in-love member of the class. Most any day this spring you could see him standing listening to the tweet, tweet of the birdies.
JOE GORDON
Has high place as the cake eater of the class of 1926. Has a preference for other seniors, one in particular.
DORIS BALLINGER
Prim, quiet, not seeking the public eye.
HULDAH PICKETT
"On with the dance, Let joy be unconfined," so saith this maid.
OTTO JACOBSON
Placed on football team in senior year. Also in operetta this year, and class play in junior year.
CHARLOTTE McQUINN
In operetta during first and second years.
WALTER JOHNSON
Beau Brummel still. He talks and acts politely. All envy his physique and raven hair. Class plays in junior and senior years. Basketball this year
EVELYN COVERT
Self consciousness has claimed her for his own, but she always tries to do her best.
MABEL WINTERRINGER
Has great interest in doctors, especially those from Coleridge.
ANNA LOUISE EWING
Sergei Rachmaninoff of the senior class. Had part in junior and senior class plays and in operetta this spring. Has enough pep for several her size.
ANNA JOHNSON
Still has hopes of growing taller. Petite and jolly.
LAURA ANDERSON
Prettiest girl in the class. Was "The Moon Lady." Sings in glee club. Has fondness for good eaters, especially of cake.
HENRY MORTEN
Senior champion orator. Has many infatuations, but prefers those out-
HAROLD RILEY
Noted and envied for his perfect marcell. Has opportunity to enter in "A Perfect Wave" contest. Has part in senior play.
FRED LENTZ
Believes in staying young as long as he can. Is the only senior who clings to abbreviated trousers.
ANNA McNEAL
Slow and has a mellow temper.
LESTER ASPEN
The Goliath of his class. Four letters in football. One of the best centers in this section. Tall, dark and dutiful.
EMMA MUNTER
Member of senior class play. Has a failing for a junior.
NATELLE MILLARD
Dramatic Queen of Hartington

ONE OF O'FUREY'S PRIZE SCHOOL PAGES

paper being included in this letter so that the teachers could start sending in news right away if they so desired.

The names of all the teachers were kept in a book, and each time a letter was received from one, a check mark was made opposite her name. Two of these check marks meant that she had used both envelopes which had been sent her, so another supply of three or four envelopes was mailed to her at once, the number sent being indicated after her name in the book, so it could be checked later in a similar manner. Thus, no teacher was ever without envelopes, as the newspaper office knew at all times just how many she had.

The teachers were urged especially to send in stories about new ideas they were using in their work, unusual projects which were bringing results, and exceptional work on the part of any pupil. They were told that the ideal behind the school page was to make it a forum for the teachers of the county, where they could exchange ideas.

The names of the pupils who had perfect attendance records from month to month were published, and many teachers reported that seeing their names listed among those with such records was an incentive to these pupils to keep up with the good work, while others resolved to better their records so their names would be published also. Scholastic work was stressed at all times, many of the teachers becoming unusually adept in sensing the news value of a bit of work in their schools along that line.

The county superintendent's office issued each week a news letter regarding the general work of the schools. This letter was cut up in the *News* office into several stories. most of which could be elaborated by knowledge from other sources. Visits were paid by a reporter to some schools where unusually good work was being done, and feature articles were written about this work.

The athletic side of the schools' activities was not neglected, but it was not made the headliner in the school news. Stories were carried about the football or basketball games which all the schools played, yet there was always the feeling in regard to the school page that the work of the schools was primarily that of turning out scholars, not athletes, and the scholastic work was therefore emphasized.

MOST of the stories sent in by the teachers, especially during the first year's existence of the school page, were re-written by the reporter who had that page in his charge. By doing this, the story was not only improved in many instances, but typewritten copy was

R. C. PATTERSON
Managing Editor
Polk City (Fla.) Chronicle
Formerly Hartington (Neb.) News

afforded for the linotype operators. Moreover, in many schools the writing of school notes was made a part of the work in English for some class, and it was often necessary to correct the spelling or grammar used by these pupils. It was notable however, that three or four years after the page was started, the teachers who were still in charge of schools in the county had improved their ability to write a real news story to a remarkable extent. Letters from certain teachers were never changed, as their stories were so near the style used by the paper.

The school page itself was given a prominent positon in the paper. Usually it ran on the second page, and often the volume of news was so great that the entire eight columns would be almost entirely devoted to school affairs. A suitable head was used above the first three columns. Heads were written for every story except the smaller "locals" which ran under one head.

The school page enjoyed a wonderful growth each succeeding year. Out of the 100-odd districts in the county, only one-third were represented in the news columns on the page during the first year. In the next year this percentage was increased to approximately one-half. During the past year, over 90 of the districts had news stories in the paper at one time or another. Some of these districts sent in news almost every week of the school year. Many teachers stated that the school page had been a distinct asset to them in their work. They had received ideas through it from other teachers. Their pupils took more pride and interest in their work, so that their school would get as much publicity as any other. In a number of schools a certain period was set aside each week for the reading of the school page.

THIS school page, started as an experiment, brought considerable renown to the *Cedar County News*. Educators of national reputation had it called to their attention, and they were enthusiastic in their praise of it. Schools of journalism used it as an example for their classes. Advertisers wishing to appeal to the youngsters especially often brought in "ads" which they wanted on that page. Schools used it to advertise their various entertainments.

A feeling of friendliness toward the paper was developed among the school children and their parents. What effort was required to develop the page was more than repaid in the results it made possible.

FIRST DUTY, TODAY, of PRINTER:PUBLISHERS

By R. H. ALCORN
President Wyoming Press Association
Rawlins Republican

IN MY opinion the first and most important duty of the newspaper and printing offices is to sell ourselves to the public; to advertise our own business as we endeavor to have others advertise theirs. We must believe in ourselves before we can expect others to believe in us.

My program, as president of the Wyoming Press Association, is to unite the papers in the state in an offensive campaign and to convince the general public that our business is one of absolute necessity to the community, and in this we are sincere and agreed; that we deserve and will demand the same fair-minded consideration that is accorded to other business enterprises; and that the best interests of the people, as a whole, are served and benefitted by full and complete publicity of all things of a public nature.

In order for such a program to be a success it will be necessary for the newspapers to work together as a unit.

RESOLVED, that we cut out all the bunk and self-justification.—Ex.

GET Team-Work : : GIVE Team Work; If You Do, You're a CIRCULATOR AND THE PAPER WILL GROW BIG

By J. OMANSKY

RELATIONS betwen publishers and circulation managers are of paramount importance. Circulation is the left leg, while editorial is the right leg, of the newspaper—or any publication.

Some publishers act as if the circulation departments are necessary evils, and don't want their hands soiled with circulation problems. Others give the circulator a free hand and take no interest in how he gets results, just so he gets them.

The publisher for which the circulator can do best, is the one who either knows circulation well, or is willing to learn.

More publishers come up through either the editorial or advertising departments than any other.

THE PUBLISHER

A CIRCULATION manager should so conduct himself that he will command the respect of his publisher. The latter must, be kept in touch with the importance of service, distribution, tangible and intangible promotion — explained patiently and without superciliousness. If we educate them, their suggestions will become saner and more practical. Their advice can be of incalculable value *when they know our problems,* because they have more time to think and plan and because we are often too close to our jobs to see far enough ahead.

In short, seriously, talk to your publisher as often as you can about what you are doing.

One great trouble with circulators generally—is that they are not articulate—and, as a consequence, they often go through life misunderstood and unappreciated.

On big papers and on many small ones, a circulator has only the business manager to deal with. In that case, what I have just said, applies to the business manager in the same way.

If a circulation manager's dealings are with both the publisher and the business manager, the latter should know everything that is said or written to the publisher so that friction and the formation of cliques may be avoided.

Let me digress a moment and take a whack at *institutional politics*: *Keep out of them.* There is a dangerous tendency in many offices of "ganging." This is especially true in chain organizations—which, by the way, is their chief weakness.

J. OMANSKY

Circulation Manager
Cleveland (O.) Daily Times

THE EDITOR

WITH our immediate superiors disposed of, we come to the man with whom we should be the closest—and yet, be the most independent of. I mean the *editor.* Work *with* him—give him a square deal by circulating the paper thoroughly, by introducing the paper to non-readers over and over again—but *demand from him a square deal in the form of the best newspaper the publisher enables him to print.*

A circulator should be an editor's reporter and critic—but *not wet nurse.* If your paper loses circulation find out why and tell the editor —but *dont tell him what to do.* If you knew, you would have his job, too.

Circulators get themselves into messes often because they forget that their job is to promote and maintain circulation, not to edit the paper. I am not referring, of course, to the running of contests, and to advertising features, departments, and the paper generally. In this work, co-operate closely with the editor and do nothing that does not meet with his approval. You should have the final say on how a feature or contest is to be exploited, if your department is to pay the bills.

Don't go to the sports editor or dramatic critic for passes. If you must have them, get them yourself. Make your own contacts at the police station so you won't have to ask the police reporter to kill your traffic tickets or get your hustlers out of trouble.

In short, let your editorial department relations be friendly, but critical; co-operative, yet independent.

THE ADVERTISING CHIEF

THE advertising manager stands in a peculiar position. He brings in the money that keeps the sheet going, and yet, he is actually selling a by-product. As I said in the beginning, editorial is the right leg, circulation the left leg of a paper. To carry out the simile, what's advertising—*the tail?* Maybe that's why so many publishers continually chase it.

Let's get one thing straight, first. *Advertising sells very few papers.* I have seen lines of persons standing in front of newspaper offices, eagerly waiting for the Want Ads. I know women who read the ads first, but *the greater majority of the readers buy papers for anything but advertising.*

We are not selling advertising papers, but we are selling *news* newspapers, and when advertising is permitted to crowd out news, whenever publicity gets in disguised as news, whenever news stories are suppressed to please advertisers, whenever advertising dominates a paper, then raise H— about it. If you don't, *you'll* get it when circulation goes down.

Let us always bear in mind that we are selling *reading* matter — *news and features*—and let us insist that the contracts we make with readers take precedence over the contracts the advertising managers make with advertisers.

We can help the advertising man-

Circulators Shouldn't be the Editors' Wetnurses; Teaching, and Learning from, Publishers and Others

ager best by getting for him the most circulation from persons with money enough to buy advertised goods. We can help him by analyzing the circulation minutely, according to districts, towns, classes of population, neighborhoods, and the like. This sort of analysis is legitimate *circulation work* and should be done periodically and efficiently.

Mere figures, unless they are overwhelmingly large, are hard to sell. Get the guts out of your circulation, and your advertising manager will be able to sell it better. After all, circulation that cannot be sold is of no value.

THE COMPETITORS

I DON'T have to talk much about relations between competitors. *Competition* is healthful and helps make our jobs more interesting, but it *can be made costly, useless and mighty unpleasant.*

LET Circulators Insist That Contracts Made With the Public take Precedence over Advertising Contracts : : :

J. OMANSKY

Due largely to such gatherings as this (Ohio Circulation Managers' Association) thugism and blackjack methods of circulating have, in most parts of the country, disappeared. In Ohio, I haven't heard of a juicy street battle in three years. After you break bread with a man at a convention, it is pretty hard to go back home and break his head.

I don't believe in ironclad agreements. They are unnecessary, but there should be *understandings* regarding rates, edition schedules, etc. In Utopia, newspapers will probably have joint delivery.

There is a code of ethics gradually being built in our business. Some day, the International Circulation Managers' Association will tackle the subject and handle it as it should be. In the meantime, in dealing with competitors, good business and common decency should be our guides — and when they are not, *we* lose.

THE CARRIER BOYS

CIRCULATION work offers a marvelous opportunity to take boys in their formative years, and young men in their adolescence, and mold them.

Watch your boys carefully. Treat them humanly, if for no other reason than that it's profitable. I have never known a newspaper to gain by making boys eat papers or keeping them out late, or permitting them to be abused by tough street men, or doing any of the other things our uplifting friends might object to. It just doesn't pay.

Don't be the only circulator in your department, but have one or two men who can take your place. Even in the smallest department, it is possible to have someone in back of somone else.

THERE are other departments, such as the press and stereotyping with which circulators have close relations. I'll lump them together for brevity. The circulation manager should regulate the press time of the various editions and control the starting and stopping of the machines. If there is still an editor who runs frantically downstairs and stops the presses to chip out a comma, someone ought to drop a plate on him.

Pressmen are usually temperamental and a little diplomacy will get you regular press starts, full rolls on fast editions, accurate fifties and a minimum of waste.

THE KING, the PUBLIC

FINALLY, we have the public, which is king. This is true more in the circulation department than in any other business I know, because circulators have to bear the brunt of the kick-back to the paper's policy. Most papers nowadays succeed in saying nothing and making few people mad. But all papers, sometimes, make mistakes, editorially, and there are still a few that take themselves seriously.

CREAM-PUFF AUTO PUBLICITY BANNED in OTTAWA, Ont., by ALL PAPERS, & EVERYBODY'S HAPPIER

FROM "AUTOMOTIVE INDUSTRIES," NEW YORK
DECEMBER 9, 1926

THE daily newspapers of Ottawa, Ontario, have completed practically a year during which they have not devoted news space to free automobile publicity from any trade source.

The papers have continued with extensive automobile sections throughout the year but the news columns of these departments have been filled with mechanical suggestions, highway news, and bulletins, Government announcements, automobile club announcements and discussions and articles dealing with general mechanical trend. *Not once has a so-called "factory-baked" reader appeared, except when it has been published as advertising and on an advertising contract.*

IT HAD been felt in Ottawa that *factory news,* particularly *of the cream-puff type, tended to destroy reader faith in legitimate news and editorial expression in the automobile sections.* The reader now finds legitimate news on the automobile page and likes to read it because it *is news.*

The automobile dealers of Ottawa are better satisfied under the new arrangement, because they feel that there is now no question regarding the real nature of the news on the automobile pages. They are all being treated alike.

On receipt of notice from a daily newspaper publisher that it was contrary to the policy of his newspaper to give free automobile advertising in the form of a reader, a large United States motor car manufacturer wrote the Canadian publisher agreeing that the latter was justified in adopting such a policy provided it were inforced absolutely and impartially.

One newspaper in Ottawa became greatly "fed up" with the requests from varied sources for free publicity on this and that trade subject and also with the arguments from some dealers regarding publicity treatment, mostly imaginary grievances, and adopted the non-publicity stand and the other local newspapers quickly followed suit.

A NEWSPAPER in another eastern Ontario town has adopted the policy of publishing a certain amount of free trade publicity but the only heading that such readers bear is one that gives the name of the car in 18-point type along with the word "Publicity"—also in 18-point type.

The two leading newspapers of Ottawa, Ontario, are the *Journal* and the *Citizen,* both of which have adopted the anti-publicity policy.

The FROZEN FISH : : : : :

WILLIAM F. (*Bill*) KIRK
Outers-Recreation Magazine

YOU'VE seen the type of frozen fish who never plays the game, who never smiles nor knows Love's wiles, who thinks all Life a frame . . They seem as if they're frozen stiff and yet they do not die . .

On the ice and on the highways,
Frozen fish!
Shivering along Life's byways,
Frozen fish!
All for self, no thought of others,
Chilly even to their mothers.
Yes, that's all they are, my brothers,
Frozen fish!

MORE SALT is EARNED BY the FIELD MANAGERS

Complicated Knots that Tangle Individual Publishers Are Being Straightened Out

By JOHN L. MEYER

WHEN the widely-heralded field manager plan for state press associations, now astonishingly progressing over the Country, began to give concrete evidence about two years ago, of practical value and results commensurate with the "investment", *"NPJ"* got behind it; we have not been disappointed. The most skeptical publisher can find convincing evidence in the files of *"NPJ"* that the plan, wherever there are real fellows working it *and supporting it,* is the best associative investment made in community publishing and job printing fields—and, we have some further articles in the making, actual "experience."

One thing that kicked a hole in community publishing atmosphere the last part of 1926, has been the Ford advertising. Community papers would have lost thousands of dollars in space if it had not been for the field managers. Sticking their heads above a strawstack of rumors, complaints, letters, wires and whatnot,—thousands of them from thousands of newspaper shops —field men went after the facts, and got them for their members—who had failed, alone!

Agency men who had the right to talk and knew what they were talking about as to Ford advertising, were easily summoned *by field men, when individuals failed to get even a reply.* Whatever the merits of the Ford position, the thing to do was to get the facts, and make them useful—local Ford dealer and service advertising is to thousands of newspapermen almost as sugar or coffee is to grocers. The newspapermen who read their trade papers and belong to real associations today, know what they can hope to do, or can't hope to do.

JUST a sample of a field manager's possibilities: Sam Haislet, Minnesota Field Manager, one of the most recent additions to the list of them, the other day got swamped again with Ford inquiries. Individually, the newspapermen had little or no chance to get clear on the thing. Mr. Haislet got ahold of the officials of the Twin Cities plant of the Ford company. In a short time he had the real lay of the land, and could inform every member of his association, which he did as follows:

SAM HAISLET
Field Manager Minnesota Editorial Association

The Ford officials are using every effort at their command to keep dealers in the newspapers. They are helping with campaigns, furnishing ideas and sending their field men to the newspapers to work for close co-operation.

"Local agents of the Ford company are urged to advertise in the home papers.

"No restrictions are placed on the advertising, and dealers are urged to write their own ads, have the newspaper publisher write them, or use one of the services available.

"In the larger towns, the dealers are urged to make their own copy—localizing it to every extent possible, and to use more space than was used under the company advertising plan.

"No attempt has been made to dictate as to what papers to use, and what not to use.

"No effort has been made to discourage dealers advertising in papers carrying other automobile advertising.

"Ford dealers and newspaper folks in many instances have written the Ford company complaining that the three dollars per car was not being spent in the local community—and for this reason the Ford company has suspended the rule of taking three dollars per car—and the dealer is encouraged to spend that much and more on every car sold.

"They want all the advertising that they can get—and want the newspaper folks to go out and help the dealer see the light.

"They do not insist on any certain ads. They encourage the taking of ad ideas from one paper and using them in another town. In fact, they want the dealers to advertise every week—the stronger the better.

"The business is there for us," concludes Mr. Haislet. "The dealers and many newspaper folks kicked on the plan of the three dollar assessment on every car being spent for advertising, considerable of which went to the institutional advertising. There is no such rule in effect now. If you have a Ford dealer get him to advertise. Keep after him. Get a service if you can't get his business otherwise. A demonstration that the dealers want to advertise and are willing to spend money with the papers, will convince the company that they were earnest in their statements that they wanted the three dollars per car all spent at home. Let's make such a demonstration."

THERE are a thousand-and-one detail problems, not to mention big, general ones, which confront simultaneously every newspaperman every day or so. What can the publisher do *alone,* individually, about the very things that mean red ink on the ledger if not attended to on the basis of accurate information? Associated effort, clearing-house work—with brains—can and *is* doing the needful. 1926 has seen a great clearing out of the last hang-

over of the old, disrupting suspiciousness among community publishers, as to each other. That clears the way for real association work; real association work, in turn, clears out more suspiciousness; a progressive circle is started, where there was once a vicious and demoralizing circle.

More power to the field men! And, incidentally, *make them work*, make them show results. Then *you'll* be satisfied, and they will have that measure of encouragement which all men need to keep going where there is something difficult, worth-while to do.

Then the field men will not have to go out "begging" to keep the cash drawer equal to the situation.

FREE CIRCULATION PAPER The "COMING THING"?

Michigan Publisher, After Five Years, is Ready to Say Just That About the Weeklies

By G. O. CURREY

THERE are those who willy-nilly denounce the free-circulation newspapers. Some press associations do not admit them. You have asked me to write you about my experience, since the *Record* was born five years ago, printed on an old diamond press turned by hand—by myself. It was all done by my hands the first issue, excepting some of the folding and delivering. The outfit was worth about $350. I had borrowed $500 through a mortgage on my house. I had been mechanical superintendent of the Muskegon (Mich.) *Daily Chronicle* and, of course, had other *printing* experience.

The first issue, scarcely readable, carried $147 in advertising; total expenditures, $32, mostly for ready-prints. I printed four pages, two at a time.

Then we moved from the basement of my house to a rented, 16x14 basement on a main corner. In seven weeks there was $700 available to make a down payment on a Lee cylinder. Later a jobber was secured. A year and a half ago the plant was moved to the new post-office block, with 60x100 floor space, a Duplex web, 8-pager, three jobbers, the Lee, one Linotype, power stitchers, Diamond cutter. The rent is $115 a month, and the lease for 5 years. We of course have other good equipment, type and so on. The total invoicing is $31,000, and the average weekly business is $1,000. There are eight at work full time, and five correspondents. We use the Meyer-Both and Bonnet-Brown ad-services, and illustrated news services. Not a dollar of outside capital was ever used, and all notes met ahead of time.

NOW, the reason for the growth. *I think it was the free circulation plan,* giving an actual 100 per cent coverage to *local* merchants, in the territory from which they want trade. The people the *Record* reaches can walk to the stores of these advertisers. We deliver 3,500 papers through 42 boys every Friday afternoon. The fine for a "kick" is 2 cents. Discharge on third complaint.

G. O. CURREY
Muskegon Heights (Mich.) Record

News we handle as any other paper, and we have a bulletin board. The weekly run is 12 to 16 pages.

The auto was new 25 years ago, and scoffed at. *I predict that 25 years from now the free circulation weekly will have taken the place of the weeklies entirely in the more congested areas of villages and cities.* My $700 or $800 advertising doesn't come because the editor is good looking or good natured, as my wife says I'm the orniest old cuss in the world, and she ought to know. But, this *advertising comes because the advertisers are getting results.*

We never solicit job printing, but we keep our three Gordons and the pony fairly busy—averaging about $300 per week. We print the Railway Relief Magazine, 16 to 24 pages, 11,000 copies a month. Mistakes we made plenty. I had no business experience previously.

OTHER PASTURES MAY LOOK GREENER; But : : : :

By BEN H. READ
Field Manager, Southern California Press Association

BEAUTIFUL theories about how newspapers should be made and idle vaporizings over the power and place of the press fall short of a realization of the fact that the newspaper must be first a financial success. The newspaper must be so regarded by its proprietor and those it serves if it is to fill an important place in its community.

When we know our costs and keep proper accounting we have only won half of the battle for business success. The product that we produce must be sold and that opens up a great field of activity. The publisher must take the ideas he gains and put them into practice. There is only one way to get the business, that is to *go out and get it.*

The local field is the big revenue producer for any newspaper. That is the place to concentrate and cultivate. The favorite indoor sport of newspaper men's meetings is to talk about how more national advertising can be secured or to cuss and discuss the methods of the advertising agencies. But the fact still remains that the man who is really developing his local field is the man who is making the money and giving his wife and children the comforts and pleasures of life that they deserve. National or foreign advertising will follow if the local field is well cultivated.

WAY TO OPTIMISM By LUTHER BURBANK

SATURDAY EVENING POST

IF you can realize that you are important to the scheme only in so far as you contribute something to it, why, mercy on us, you will find a smile coming easy, a laugh second nature, and a cheerful, helpful word right at the tip of your tongue from morning till night.

I DON'T think much of a man who is not wiser today than yesterday.—ABRAHAM LINCOLN.

OLD TIMERS! : : GATHER 'ROUND

The Old Boy Is With Us Again

By JOHN L. MEYER

RECENTLY — it would not be safe today, obviously, to say "at present", although that was true as these lines were being written last month—*recently,* therefore, R. W. Phillips, compositor, was working regularly at the St. Louis (Mo.) *Globe-Democrat* composing room.

It was (is) none other than the famous "Kokomo" Phillips himself. Age, 72 years!

We'll bet a large percentage of our wherewithall that many a reader of *"NPJ"* has met up with "Kokomo" and is hereon and herewith delighted to hear about him again. For, *"NPJ"* begins its 45th volume with this issue, and at least a few readers have been with us all of the forty-four years; a great many have returned to the fold during the past three to four years, and so on.

It is a genuine pleasure to re-introduce "Kokomo" Phillips to you older readers, and to do the honors with the younger ones.

"Kokomo" Phillips is, perhaps, the last of the really illustrious old guard of the honest-to-goodness Tramp Printers—this title is used with all the reverence I felt twenty-five or more years ago, when I met those "boys" in my apprentice days.

"KOKOMO" PHILLIPS

An Old-School, Migrant Type-Setter, Still Going at Seventy-two Years

—By Courtesy of the St. Louis Globe Democrat—

* * * * *

PHILLIPS, like most of those remarkable characters, seldom *stayed* anywheres, yet was a startlingly enthusiastic rooter for his "home town". Hence the "Kokomo"; he was a Hoosier, and he remains one to this day, he tells them.

Working in the St. Louis *Globe-Democrat* composing room, at (last reports) "Kokomo" was saying he last set type there in 1886. Since then? Everywhere—anywhere.

His paper has done that rare, crowning thing—written him up, and printed it in *the Sunday!* That's how I got wind of "Kokomo" again. From hereon, the story is the *Globe-Democrat's.*

THE dull smirk of satisfied laziness is not about his lean chops; his eyes lighten with a gleam of anticipation as he goes about his duties wherever he happens to be, wondering where he will go next. He is quick and dexterous, for all his years, and still handles type with a handstick, or operates a linotype, or "makes up" with the cunning that comes of time; but his favorite occupation now is reading proof, for his eyes are strong and his mind alert.

"Kokomo", according to press reports from Kentucky during June, had decided to settle down and quit wandering about. He had spent the winter at various Florida newspaper offices, and had drifted northward with the opening of spring. At Bowling Green, it was said that he had picked out that city for a permanent residence, and would settle there; yet the ink was hardly dry on the story before he was again under way, moving northwest, to stop at St. Louis for a time.

Where will he go from here? Nobody knows, least of all himself—most likely in the fall, down through the Oklahoma and Texas country, where he finds the one town he loves best—San Antonio, the "Sanantone" of the Texans, the home of the Alamo and of Texas independence. Phillips also admits a fondness for Douglas, Arizona, down in the Southern sands, near Agua Prieta. He relates that he spent four months in St. Petersburg, Florida, last winter, and eight months altogether in Florida, and that the climate of that State can not compare with the blessed mellowness of San Antonio, where he finds things just to suit him.

LEAVING his home town at first, Phillips worked for a year at the Government Printing Office in Washington, where he got the

"Kokomo" Phillips Still Telling Thrillers, Just as He Used to When we were Kids just Learning the Case

union credentials he has retained ever since.

Down in Georgia, one time, he left Macon for Atlanta, traveling on Shank's mare, and, along toward dark, went a short way into the woods alongside the road and built himself a camp-fire. Soon he lay down alongside the blaze for a sleep, knowing that he would have to wake up occasionally during the night to replenish the embers. So, during the later hours of darkness he bestirred himself to build up the flames again, but let out a whoop when he found a big bear standing beside him. "I jumped aside—eighty or ninety feet," "Kokomo" relates. He also tells this:

"We found a caboose whose lights and markers showed that she was going the way I wanted to travel, and the men soon found a box-car with the door partly open and helped me in. I rolled over and promptly went to sleep. Just about daylight I awoke, and it seemed to me that I could see stars shining through the top of the car. I knew there shouldn't be any there, and began to surmise that the roof of the car must be gone, and also the back end, for I could see stars there. I struck a match to see what the trouble was, and there, just a short way from me, with his eyes shining through the dark, was an elephant!"

A strange bedfellow, and "Kokomo" was quite startled. Too, he didn't have any means for escape. But the pachyderm didn't bother him during the entire seventy-five miles the train ran before the engineer stopt for water—at least it seemed like seventy-five miles to Kokomo. When they did reach the tank, he found he was on the second section of a circus train.

"KOKOMO" tells of one trip he spent keeping warm by huddling against animals. He had boarded a train at Ellenwood, Washington, bound for Seattle, taking the car on the fly after it started, because the the trainmen up there collect $2 a division from all the men they find aboard. Entering the car, he butted up against what he thought was a steer. Striking a match, he found it was a genuine cow, separated from a family of hogs only by a fence.

With the temperature 12 degrees below zero, "Kokomo" didn't mind a bit of animal warmth; so he got on the fence and stuck his feet on the cow's back. Several times during the night he had to straddle the animal in order to revive his stiffening muscles by the warmth of her body.

"Kokomo" remembers arriving in McKeesport, Pennsylvania one morning, early after a cyclone and finding only the foreman of a newspaper there at work his men being unable to get to the office. Together he and the foreman got out the necessary extra edition, doing all the work themselves, as the reporters supplied the copy, and managing to enable the sheet to be first out with the news, for which he was given a reward.

THE old generation of itinerant printer has passed on, but "Kokomo" finds that in recent years new means for satisfying the "wanderlust" have brought into being a new type of tramp typesetter, who rides in an auto. He has tried that method himself, and likes it. Not a bad life, according to the writer in The *Globe-Democrat*, who tells us:

"Nowadays, these young fellows move along comfortably in the cars which they own, taking sleeping equipment and food with them, and living well as they go along, instead of being 'on the country'. They travel faster and have fewer idle times between jobs; some of them even travel so with their families from place to place enjoying that ideal situation, which enables them to be in the most pleasing climatic section at all times of the year."

And Were Mighty Glad to Believe, and Adore : : : :

PUBLISHER WAS INSURED

Wisconsin Supreme Court Decides on Policy In Deaths of 6 Newsboys Being Entertained

IF you, publisher or printing house, hold an automobile accident insurance policy in which the insurance company's liability is limited to losses incurred while carrying material or merchandise in connection with your business, there is coverage for you even though the items carried are merely incidental to the primary use of the car at the time of the accident—unless the policy specifically specifies the contrary.

Further, a policy must provide the coverage that the insuror or agent represents it to provide; otherwise, it may be reformed to include it.

So ruled the Supreme Court of Wisconsin recently in the case of the Milwaukee (Wis.) *Journal*. Following a carriers' party in February 1924, fifteen miles from the office, a *Journal* delivery truck, among others, manned by a *Journal* driver and carrying bundles of return papers, empty refreshment containers and seven newsboys, was struck by a train and six killed. The insuror disclaimed liability, claiming the truck was not being used for business but for pleasure, and that the carrying of merchandise was merely incidental.

The Milwaukee *Journal* contended the evening's program was a regular part of the operation of the company's business and that the truck was actually carrying merchandise. The court recognized the entertainment as the *Journal* contended, as well as deciding as indicated hereover.

What Henry Ford Really Said : : : :

ABOUT the five-hour day, according to a bulletin of the Typothetae of Washington, D. C.:

"There has been widespread misconception of our new policy, but it is the fault of the head line writers and the superficial readers—not of the Ford Company. I never said that I would pay six days' wages for five days' work and I never will do such an uneconomic and impossible thing. The company would not long endure on such a basis and it would be a poor service to the 3,000,000 men, women, and children who directly or indirectly get their living from our industry. I said that we would pay six days' wage for six days' work done in five days."

National

PUBLISHER-PRINTER ROUND TABLE

Send An Idea

Supervised by JOHN L. MEYER

NPJ "Newspaper Production" Contest to Round Out N. E. A. Awards in 1927

President Herman Roe Makes Announcement of a Fifth Trophy for Consideration by America's Publishers

From *The N. E. A. Bulletin,* December

ONE of the objects of the National Editorial Association is "to raise journalism to a higher standard." As an incentive to the production of better newspapers the Association sponsors several Silver Cup contests each year.

For 1927 the four contests held in 1926 will be repeated, plus one new contest. The publishers of four trade papers have generously co-operated in providing the silver trophies to be given as prizes to the newspapers awarded first place by the judges.

THE four *N. E. A. Better Newspaper Contests* which will be repeated in 1927 will cover the following phases of journalistic activity:

GREATEST COMMUNITY SERVICE—Silver trophy offered by *Editor & Publisher* of New York.

BEST EDITORIAL PAGE—Silver trophy offered by the *Inland Printer* of Chicago.

BEST FRONT PAGE—Silver trophy offered by the *American Printer* of New York.

BEST WEEKLY NEWSPAPER—The prize in this contest being the President's cup.

A FIFTH trophy for excellence on the mechanical side of newspaper production and *rounding out the circle of contests* will be offered for the first time in 1927 by the *National Printer-Journalist* of Milwaukee. While the details for the *NPJ NEWSPAPER PRODUCTION CONTEST* have not been worked out, John L. Meyer, managing editor, suggests that it be based upon:

1. *General appearance, selection of type, borders, etc.*
2. *Typographical workmanship.*
3. *Arrangement of advertisements.*
4. *Quality and arrangement of illustrations.*
6. *Press work.*
7. *Addressing and wrapping.*

THE rules governing all five contests will be announced next month. Since there is no entry fee every enterprising publisher should plan to enter his newspaper in one or more of these contests. If it is not imposing too much on the judges they will be asked next year to furnish a constructive criticism with the score card which gives the rating of every paper entered in the competition.

"CAN the WORD 'SUPPORT'"

From The Nation's Business
A *Merle Thorpe* Editorial

DO YOU "support" your chamber of commerce or your trade association? If so, don't do it! Which may seem strange advice from a magazine which has fought from the day of its foundation for organized business, which has stood for the right of industry to get together for the common good.

But a chamber of commerce or a trade association ought not to be thought of as asking support, but rather as offering "for value received" services which can be had in no other way.

The man who pays his taxes isn't supporting his town. He's paying for protection from fire, for street paving, for schools, for the dozens of other things that well-organized communities provide. We deal with the corner grocer; we don't support him. We buy his potatoes and canned corn and are willing to pay for them.

So, too, with a business organization. It has something to sell, services that can be bought nowhere else. A member who feels that he is getting his money's worth is a good member to have.

ASSOCIATION : : : PROGRESS

N. E. A. MEMBERSHIP DRIVE WINNING

Iowa now has gone over the top in the membership drive for 2,000 new N. E. A.'s by June 1, 1927, making 130 per cent of its quota, C. M. Richard, Toledo (Ia.) *Chronicle*, has led the battle in that state. Rhode Island also has gone over. Idaho, North Dakota, Tennessee, Alabama, Minnesota, Georgia and other states are ranking high in the contest.

INDORSE WORK of FIELD MANAGER

THE MISSOURI Press Association is reputed to be the first state organization of its kind to put on a field man on full time. J. S. Hubbard of Columbia, has entered his sixth year in this work. The new executive committee of the association, just holding its first meeting to make plans for 1927, heartily endorsed Mr. Hubbard's work and the field manager's plan. The committee includes: President Hobart, Directors Asa W. Butler, Albany *Capital,* and Herbert F. Steinbeck, Union *Republican-Tribune;* Recording Secretary, Mrs. William B. Midyettem, Mt. Washington *News,* and Treasurer, Max Jones, Platte City *Landmark.*

OHIO NEWSPAPER SHOW PLANS

WEEKLIES and semi-weeklies in Ohio are participating in a Newspaper Show at the State University campus, January 24. The plans and rules will be interesting to all having part in newspaper contests and their stimulation:

Awards will be made in three classes as follows:

1. An award to the weekly or semi-weekly paper that has actually at any time in its career performed the best community service.

"NPJ" ROUND TABLE
(CONTINUED)

2. An award to the best all-around weekly or semi-weekly paper published in a county seat.
3. An award to the best all-around weekly or semi-weekly paper pubished in a town not a county seat.

The judges in the first contest will be: James T. Daniels, secretary of the Columbus Chamber of Commerce; J. A. Ey, manager of the Colombus bureau of the Western Newspaper Union, and Dr. Felix A. Held, secretary of the College of Commerce and Journalism, Ohio State University.

Editors or publishers desiring to enter their papers in Class 2 or Class 3 were invited to send three consecutive copies of the paper for exhibit and examination by the judges. The judges in these two classes will be practical newspapermen, selected for their knowledge of the publishing business. Their decision will be based on a careful inspection of the three issues of each paper, in which they will take into consideration news service, the quality of news-writing, makeup, typography, press work and leadership in the community.

Dates for Printer : Publishers

January

NORTHERN MINNESOTA EDITORIAL ASSOCIATION, 20-22, Grand Rapids.
WYOMING PRESS ASSOCIATION, 21-22, Cheyenne.
VIRGINIA PRESS ASSOCIATION, 14-15, Petersburg.
NORTH CAROLINA PRESS ASSOCIATION, 5-7, Chapel Hill.
SOUTHERN CALIFORNIA EDITORIAL ASSOCIATION, 21-22, Los Angeles.
NORTH DAKOTA PRESS ASSOCIATION, 14-15, Bismarck.
NORTHEAST MISSOURI PRESS ASSOCIATION, 14-15, Joseph.
INTERNATIONAL BENJAMIN FRANKLIN SOCIETY, 15, Hotel Astor, New York, N. Y.
OKLAHOMA NEWS WRITERS' ASSOCIATION, 16, Tulsa.
KANSAS PRESS ASSOCIATION, 28-29, Topeka.
NEW YORK PRESS ASSOCIATION, 27-29, Onondago Hotel, New York N. Y.

February

MICHIGAN PRESS ASSOCIATION, 3-5, Lansing.
WISCONSIN PRESS ASSOCIATION, 10-12, Madison.
NEBRASKA PRESS ASSOCIATION, 17-19, Lincoln.
INDIANA WEEKLY PUBLISHERS' ASSOCIATION, 18-19, Indianapolis.
OHIO PRESS ASSOCIATION, 10-11, Columbus.
WASHINGTON PRESS ASSOCIATION, 17-19, University of Washington, Seattle.
MINNESOTA EDITORIAL ASSOCIATION, St. Paul, 18-19.

April

ALABAMA PRESS ASSOCIATION, Astoria Hotel, New York, N. Y. (date not given).

June

TEXAS PRESS ASSOCIATION, 17-19, El Paso.
INTERNATIONAL CIRCULATION MANAGERS' ASSOCIATION, Atlanta, Ga., 21-23.

September

UNITED TYPOTHETAE OF AMERICA, 11-17, New York, N. Y.

UNIQUE CONVENTION PROGRAM by "FIKE"

Field Manager Len W. Feighner, Michigan, is working out a display to include a copy of every newspaper in Michigan, for the association's state convention in February. The papers will be arranged by groups, according to size of towns. Each member is also to furnish job work specimens on 22x28 mounting board. The program will be in-formal and "round table," with discussions of the specimens and the "by-products" which will just naturally come out. Looks to us like a very good plan.—*J.L.M.*

GET TOGETHER WITH A. P. A. LEADERS

Field Managers Kennedy of Washington, Buck of Nebraska, Tucker of Iowa, Feighner of Michigan, Bemis of Colorado (national president), Hotaling of the N. E. A. and others interested in the matter, recently met with representatives of the American Press Association, regarding the advertising representative service the association is furthering in the interests particularly of the community newspapers. Reports are that a new contract form between the representatives and the newspapers is forthcoming, embodying points which the field men believe should be included, and excluding former objectionable features.

UNUSUAL HONORS for OLE BUCK

The Secretary and Field Manager of the Nebraska Press Association, and the same Ole Buck who is in charge of arrangements for the N. E. A. convention in Nebraska next June, called a meeting of the southeast district of the Nebraska association for November 19 at Falls City. He did not think about that date being the 55th anniversary of his birth. Eunice Haskins, of the Stella (Neb.) *Press,* has a good memory. She recalled that that date was the secretary's birthday and she arranged an affair, which consisted of an elaborate dinner at the Weaver Hotel, with Jim Falloon of the Falls City *Journal* as toastmaster, a lot of speeches, good wishes and congratulations, and the presentation to Ole of a beautiful oil painting of Nebraska scenery. And along with all this was an armful of letters and telegrams of congratulations to Ole from editor friends from all over the state, and a beautiful silver ash tray from Charley Kuhl of the Leigh (Neb.) *World.*

Association Elections

WEST TEXAS PRESS ASSOCIATION—President, J. L. Martin, Snyder *Times-Signal;* vice-president, James L. Dow, Lubbock *Avalanche-Journal;* secretary-treasurer, W. T. Reed, Colorado *Record;* assistant secretary, Miss J. Jordan, Big Spring *Herald.* Directors: Max Bentley, Abilene *Reporter-News;* E. I. Hill, Tahoka *News;* Barney Hubbs, Pecos *Enterprise;* W. D. VanBlarcom, Fort Worth *Star-Telegram;* H. C. Shelton, Rotan *Advance.* Committee on By-laws: J. W. Roberts, O'Donnell *Index;* committee on constitution: C. S. Boyles, Sweetwater *News.*

VETERAN BOSTON JOURNALISTS' ASSOCIATION—President, Anthony J. Philpott, Boston *Globe;* vice-president, William E. Brigham, Boston *Transcript;* treasurer, Everett W. Shumway, Boston *Herald;* secretary and clerk, William U. Swan, Swan News Service; directors, Arthur A. Fowle, Boston *Globe;* Jacob C. Morse, Boston *Traveler;* Thomas F. Anderson, formerly Boston *Globe;* Marshall G. Clarke, Boston *Post;* Daniel T. O'Connell, formerly Boston *Post;* Willis J. Abbot, editor, *Christian Science Monitor;* James W. Reardon, Boston *Advertiser;* Walter E. Adams, formerly Boston *Herald;* Thomas J. Feeney, formerly Boston *Herald;* Robert Lincoln O'Brien, editor, Boston *Herald;* Courtney Guild, *Commercial Bulletin;* George A. Rich, formerly of the old Boston *Journal;* Walter H. Holden and Samuel L. Powers.

WISCONSIN BUSINESS MEMBER UNIT, MINNESOTA EDITORIAL ASSOCIATION—President, H. F. Doolittle, Ellsworth *Pierce County Herald;* vice-president, F. C. Letch, Osceola *Sun;* secretary-treasurer, William Hawley, Baldwin *Bulletin.*

WESTERN COLORADO EDITORIAL ASSOCIATION (new) President, H. D. Garritson, Paonia; secretary, M. E. Watts, Delta County *Tribune.*

CAROLINAS CIRCULATION MANAGERS' ASSOCIATION—President, Will X. Coley Raleigh *News and Observer;* vice-presidents, S. D. Bagwell, Charlotte *News,* and J. M. Blalock, Spartanburg *Herald and Journal,* secretary-treasurer, C. C. Council, Durham *Herald.* Directors: J. R. Marks, Asheville *Citizen;* J. L. Erwin, Columbia *State,* and Miss C. McCaskill, Fayetteville *Observer.*

CALIFORNIA CIRCULATION MANAGERS' ASSOCIATION—President, William V. O'Farrell, San Diego *Union;* vice-presidents, Victor Lattanner, Oakland *Post-Inquirer,* and Harry Parratt, Modesto *News;* secretary-treasurer, William McKay, Santa Ana *Register.* Directors: George A. Fisher, San Francisco *Chronicle;* King T. Boardman, Palo Alto *Times;* L. O. Hammond, Redland *Facts;* Harold Searles, Hollywood *Citizen;* M. H. Hurt, Roverside *Enterprise;* Edgar Pugh, Long Beach *Press-Telegram;* A. L. Parker, Los Angeles *Times;* Fred Anderson, San Francisco *News;* C. F. Thayer, San Bernardino *Sun-Telegram.*

THE BOON of TRADE ASSOCIATIONS

By Helping to wipe out much of the bad feeling which existed formerly among competitors and by encouraging a code of business ethics, trade associations have performed a service to American industry, E. W. McCullough, manager of the department of manufacture of the Chamber of Commerce of the United States, Washington, declared in an address before the Rotary Club of Baltimore, recently.

Mr. McCullough defined a trade association as "an association formed in a field of industry or commerce with a membership so representative that all problems pertaining to this field can be adequately presented for common consideration

Composed on the Intertype
in Intertype Garamond
and Cloister Bold

. . . . Ask Your Machinist!

YOUR own mechanical expert probably knows a good deal about the Intertype composing machine. He has doubtless either worked on Intertypes himself, or seen them in operation, or talked with other machinists who know all about them.

But whether or not he is already familiar with Intertypes, *your own expert will endorse them if given an opportunity to find out all the facts.* It has happened time and time again.

CALL IN your man who knows machinery and tell him to write for Intertype literature. Tell him to take time off and visit a few plants where they are using Intertypes. Let him hear the Intertype salesman's story. Then ask for HIS opinion of the Intertype.

Intertype has many features which appeal to the initiated — features which save time, prevent interruptions, reduce costs.....*Let your own expert explain these features to you.*

INVESTIGATE THE INTERTYPE

Standardized
INTERTYPE

INTERTYPE CORPORATION, 1440 Broadway, New York; 130 N. Franklin St., Chicago; McCall Building, Memphis; 560 Howard St., San Francisco; 1240 South Main St., Los Angeles; 80 Federal St., Boston; Intertype Limited, London

"NPJ" ROUND TABLE
(CONTINUED)

and solution, and with the purpose of developing this field so as to have the enterprise in it conducted with the greatest economy and efficiency. The title of trade association should *be kept for use by those organizations which are sufficiently representative of an important branch of industry or commerce to speak for it with authority* and which undertake to consider all questions of general application to the industry."

WISCONSIN REVISES CONTEST RULES

THE SECOND state-wide contest for Wisconsin community weekly newspapers will be held in Madison during the days of the mid-winter convention of the Wisconsin Press Association, February 10-12. The contest is open to every country weekly editor in Wisconsin. Following the rules of the first contest, the coming match will be divided into three main divisions, these being (1) front page make-up; (2) community building editorials and (3) farm news service. Although an editor may enter any of these classes, the contest committee is urging that, wherever possible, entries be made in the three divisions. Here are the rules:

In order that weeklies, published in small communities, will have the same advantage as the papers from the large towns, the front page make-up class has been divided into three sections, the classification of which is based on the population of the town where the paper is published. They are (1) towns with a population less than 750; (2) towns between 750 and 1,500; and (3) towns having more than 1,500 population. This division does not affect either the community building editorial class or the farm news service, in both of which all the papers in the state will be on the same terms.

Two issues of any paper, published during consecutive weeks in the present year, may be entered in any of the three classes. The entry in each class will be judged on the average excellence of the two issues. Copies of the same two issues may be entered in each of the three classes. Separate copies, however, are necessary for each class, this meaning that six copies will be necessary for the three classes.

Prizes aggregating more than $250 will be offered to the winners of the contest. N. E. A. memberships are also included.

Six men are on the committee of arrangements for the contest. They are: A. F. Ender, editor of Rice Lake *Chronotype;* Charles Lowater, Spring Valley *Sun;* Dick Pugh, Luck *Enterprise;* Frank J. Holt, *Build Wisconsin;* Chilton Bush, Department of Journalism, University of Wisconsin; and Andrew W. Hopkins, Department of Agricultural Journalism, University of Wisconsin.

PRINTING PAPER S & S BOARD REPORTS

SIMPLIFICATION AND STANDARDIZATION OF PRINTING PAPERS has taken another forward step—as before, on the U. S. Department of Commerce simplification program, and under direction of the American Paper Conference Board. The recommendations adopted Dec. 7, 1926, by the latter board make it clear, first that no change in actual substance of paper is involved; for example, "fifty pound book" will continue as before in *substance;* no changes in packing, but important changes in labels and stencilling; nothing planned will affect inventory values or discard present sizes and stocks.

The report then expresses the hope for adoption of the program by Feb. 1, 1927. Features are:

"One Thousand sheets, the standard basis, the ream having become obsolete; all counts to be in thousands or fractions of thousands: 2,230 sheets would be 2.23M sheets.

"Weight will be on thousand sheets; 25x38-50 will be known as 100 pound paper.

"Take for example, a given quantity of book paper, size and weight expressed as follows:

2,237 sheets 25x38—80 lb. (M)—(old 40 lb.) means 2,237 sheets, 25x38, weighing 80 lbs. to the 1,000 sheets "M" being the symbol for 1,000. To arrive at the weight of 2,237 sheets, simply express the number of sheets.

2,237 as a decimal	2,237
Multiply by the weight of 1,000 sheets	80
The product is the weight in lbs.	178.96

Again a given quantity of bond or writing paper, size and weight expressed as follows:

2,237 sheets 17x22—40 lb.—(M)—(old No. 20) means 2,237 sheets, 17x22, weighing 40 lbs. to the 1,000 sheets, "M" being the symbol for 1,000. The use of (No.) in connection with the weight, 20, indicates the substance number on the 500 sheet basis. The weight is obtained by simple multiplication of the sheets, expressed decimally, by the weight of 1,000 sheets, in the same manner as the above example for book paper.

"For designating the weight in ordering or billing, the expression (M) should be used until all are entirely acquainted with the new method.

"In paper Merchant's Catalogs, the heading **"Weights are for 1,000 sheets"** in prominent type should be used directly above items.

3. — ODD SIZES — The weights of odd sizes will be computed as heretofore, but on the 1,000 count basis.

4. — LABELLING PACKAGES — Manufacturers will label all packages with the following information, which is essential:
Number of Thousand Sheets.
Brand of Paper, Color, Finish and Size of Sheet.
Substance Number (500 Sheets).
Weight of 1,000 Sheets.

For example:

1 M	STANDARD LEDGER 24 x 38 White	Sub. No. 36 (500 Sheets) Weight 176 lbs. (M)
½ M	STANDARD BOND 17 x 22 White	Sub. No. 16 (500 Sheets) Weight 32 lbs. (M)
½ M	STANDARD WRITING 17 x 28 White	Sub. No. 24 (500 Sheets) Weight 61 lbs. (M)

5 — STENCILING CASES — All cases will be stenciled or labelled with the following information which is essential:
Number of Thousand Sheets.
Brand of Paper, Color, Finish and Size of Sheet.
Substance Number, 500 Sheets.
Weight of 1,000 Sheets.

For example:
3,125 Sheets 25x38-80 lb. (M) (old 40 lb.)
STANDARD M. F. BOOK
3,125 Sheets 17x22—40lb. (M) (No. 20).
STANDARD BOND

6. — STANDARD SIZES — The standard sizes of paper recommended by the U. S. Department of Commerce and accepted by the American Paper Conference Board are as follows:

Book Papers
26 x 29 ⎫
25 x 38 ⎪
⎬ and their doubles
32 x 44 ⎪
35 x 45½ ⎭

Book Publishers
30½ x 41 — and its double

Bonds, Ledgers and Writings
17 x 22 ⎫
17 x 28 ⎬ and their doubles
19 x 24 ⎭

"In recommending and urging the adoption of this plan of a 1,000 sheet count by all interests hereunto subscribed, we look forward with keen interest and expectant hope that in the near future the decimal system of a basis of 25x40, 1,000 square inches to a sheet, may be adopted generally by manufacturers so that merchants and converters may put this system into practical and general use," says the Board.

MAKES THEM FEEL that THEY "BELONG" : : : : :

EDWIN A. BEMIS, Colorado Field Manager, and president of the managers' national association, sent out a double postcard to every newspaper in his state, asking for "an item"—had they made a trip, had they been ill, any weddings, any outstanding business activities, and so on?

The response was gratifying, and the association bulletin following carried a great many intimate news items and comments received on the return postal.

Those who didn't respond felt good about it anyway, we'll bet.—*J.L.M.*

SELLING JOB WORK

NEW REGULATIONS on TICKET WORK

ATTENTION IS CALLED in an article in the U. T. A. *Bulletin* to the laws governing the printing and circulating of admission tickets. New regulations were issued a few months ago. The printer now, as formerly, is required when printing admission tickets to report promptly to the Collector of Internal Revenue, giving the name and address of person or persons for whom the tickets are printed, the number of tickets furnished, with proofs or sample copies.

If tickets are serially numbered, the report of the printer

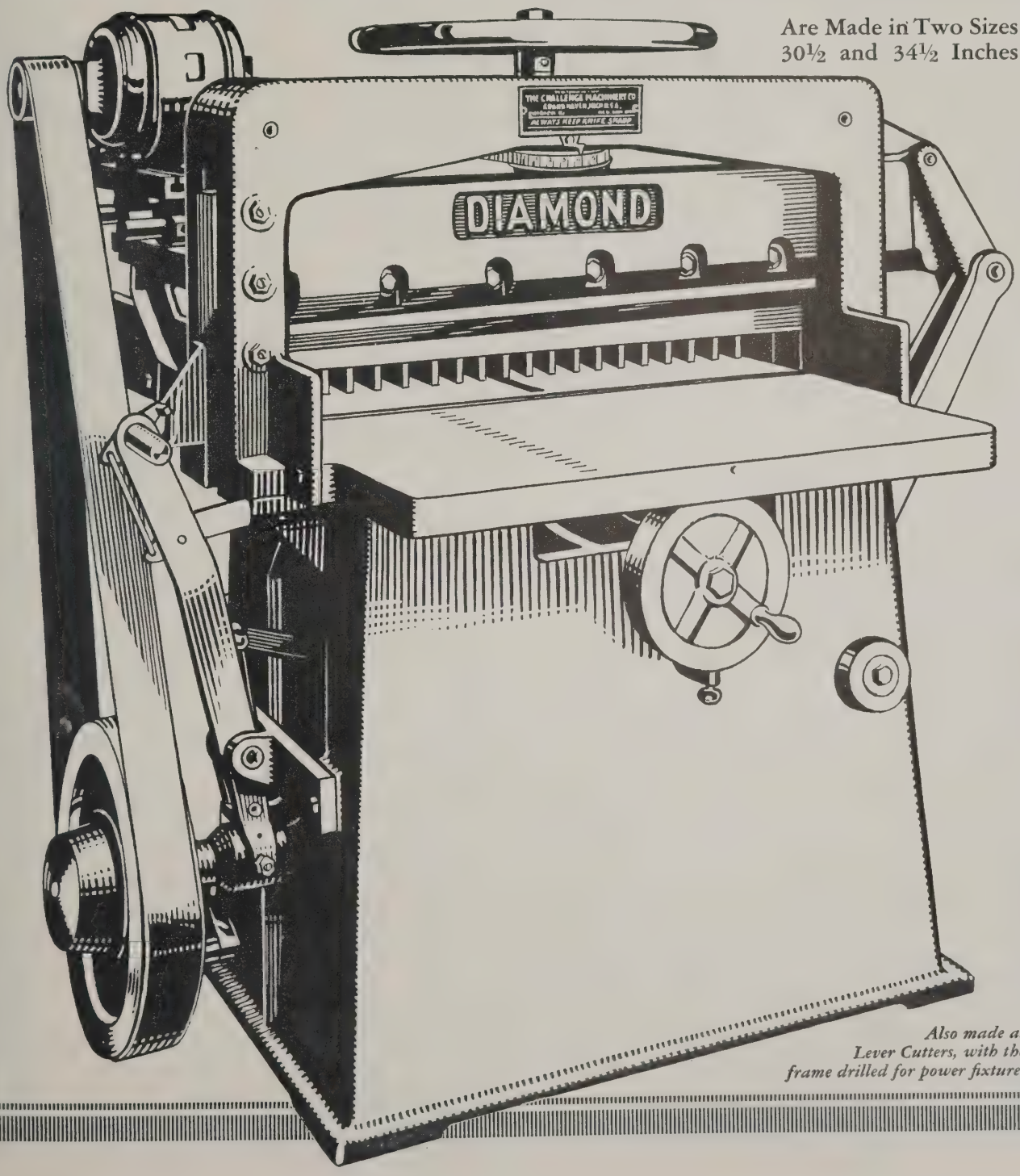
Diamond Power Cutters

have earned their great popularity the world over because every part is built with consistent excellence

Ask for Literature—Your Dealer will gladly show you a Diamond

Mfd. and Fully Guaranteed by **The Challenge Machinery Company** Grand Haven, Mich. Chicago New York

Are Made in Two Sizes
30½ and 34½ Inches



Also made as Lever Cutters, with the frame drilled for power fixtures

"NPJ" ROUND TABLE
(CONTINUED)

must state the serial numbers. For the printing of tickets where the admission price is 75 cents or less, the report is not required. Whatever the price of the ticket, however, the amount must be printed on the tickets. The law requires that the regular or established price of the ticket, the tax based thereon and the total shall appear on the face of the portion of the ticket which is taken up by the management such as: Sale price $1.00, Tax paid $0.10, Total $1.10.

Where the printer furnishes tickets for certain religious, educational or charitable institutions, societies or organizations, or other associations, which he may think are exempt from the admission tax, he should get in touch with the Collector of Internal Revenue to learn whether or not the particular institution or organization is actually and in fact exempt under the law.

Printers may procure copies of the regulations governing the reporting of admission tickets from the nearest local internal revenue office. Ask for "Regulations No. 43, (Part I), relating to the tax on admissions, under the revenue act of 1926."

MANAGEMENT : ACCOUNTING

NEW PAPERS

Petersburg (Alaska) Progress.
Indio (Calif.) News.
Wray (Colo.) Gazette.
Leesburg (Fla.) Commercial.
Winter Haven (Fla.) Morning Sun.
Elmhurst (Ill.) Leader.
Red Oak (Ia.) Free Lance.
Webster City (Ia.) Star.
Reynolds (N. D.) Red Valley Citizen.
Wellsville (O.) News.
Fort Orford (Ore.) News—Weekly.
Memphis (Tenn.) Evening Appeal.
Borger (Tex.) Daily Telegram.
Clint (Tex.) News.
Price (Utah) Carbon County Shoppers' News.

REBUILDINGS; NEW HOMES; ADDITIONS

Ozark (Ark.) Spectator—Building home.
Lincoln (Ark.) Sun—in new home.
Flagstaff (Ariz.) Sun—In new home.
Jerome (Idaho) Journal—In new building.
Postville (Ia.) Herald——Building home.
Boonville (Mo.) Advertiser—Remodeling building.
Schenectady (N. Y.) Union Star—In new home.
Fargo (N. D.) Forum—In new building.
Cincinnati (O.) Enquirer—Building home.
Muskogee (Okla.) Daily Phoenix and Times-Democrat—To build.
Pottstown (Pa.) Daily News—In new home.
Spartanburg (S. C.) Herald and Journal—To build.
Cache Valley (Utah) Herald—In new quarters.
Farmville (Va.) Leader—To build.

BE PREPARED TO SHOW HIM

W. H. Bridgman, Stanley (Wis.) Republican, in the W. P. A. Howler: "A printer of auction bills told me that he was receiving a certain flat price for 100 auction bills regardless of the amount of composition which was nearly double the average selling price in my shop. My price was determined by an application of the cost finding system and included a profit margin of 25 per cent, which was enough.

"To charge a patron more than cost plus a reasonable profit is immoral and brings the whole printing craft into disrepute. Even my competitor does me no favor by charging more than a job is worth for his act may eventually arouse distrust of printers, and the exhorbitant price may divert a possible customer from the use of printing.

"The printing business needs developing. We are interested in securing a wider use of printing. The more general the use of printing, the more economically it can be produced. The smaller the product of a plant, the higher the cost. While a printer is not warranted in selling below cost in order to increase volume and reduce costs, he owes it to himself and the printing craft to hold his selling price to cost and a reasonable profit.

"To this end he must know his costs. He cannot find his costs in a black book. He must find them by the application of correct accounting methods to the conditions in his own plant. I have no right to dictate a selling price to my competitor. I have a right to insist that he know his costs and that he shall not ruin his business and mine through his own ignorance."

IS IT GOOD, or NOT SO GOOD?

Edwin A. Bemis, Field Manager, Colorado Editorial Association: "Some publishers still hang to the old idea of putting their type setting machines in the front windows, but it is far better to keep the mechanical equipment in the back room and reserve the front for office room. People who go to a printing office do not want to be compelled to talk business loud enough to overcome the noise of machinery. If the machine has any public interest, which it most decidedly has, it would be far better to have the public come into the work room and get acquainted with the whole institution, rather than stand on the sidewalk and peer through a window."

GREAT WASTE IN OFFICE ROUTINE

W. H. Leffingwell of New York, president of the Leffingwell-Ream Company, in a talk in Chicago called attention to the great waste found in a survey of office conditions. There are now approximately 3,000,000 clerks in this country, probably receiving an average wage of $4 a day, which means a daily wage bill of $12,000,000. The average office is not 50 per cent efficient. He thinks if modern management methods are applied to the offices and yield the same results that they have yielded in the plants, comparing the factory of today with that of 20 years ago, it is easily possible that half of this loss can be reclaimed.

In rating the different factors of office management he finds that the clerical output makes the worst showing, it being 48.5 per cent efficient. The other factors rate as follows: Personnel, 53.8; stock keeping, 63.2; arrangement, 65.15 ;turnover, 67.5; organization, 70.9; routine and methods, 76; control of output, 76.3; salary standards, 77.8; correspondence, 79.3; filing, 80.6; forms, 80.7; equipment, 82.5; inter communication, 83; office machinery, 96.

Mr. Leffingwell says that the highest form of management is found in sports. This is exemplified especially in base ball teams, the management of circuses and theatrical enterprises.

MANUFACTURERS : SERVICES

WHAT MACHINES MEAN TO EXECUTIVES

"All Executives have to do a great deal of detail work, says a writer in *Office Appliances,* a good deal of which is distasteful at times; but the real danger for the executive is to become desk bound where he should be watching, studying his organization and his employes and getting the most out of the combination. : : The answer is, greater and wider use of business and production machinery, and just as machinery revolutionizes manufacture, warfare and transportation, so it can revolutionize office business operation."

IN TOUCH WITH SOUTH AMERICAN PLANTS

Ermelindo Ventura, chief mechanician of the export department of the Lanston Monotype Machine Co., is spending several months in South American plants, after two months in the factory in Philadelphia familiarizing himself with the newer developments of the Monotype system. Mr. Ventura is a native of Porto Rico and learned the Monotype there. He has taught keyboard men and casters in Porto Rico, Cuba, Peru, Chile, Argentina and other southern countries.

MILLER SAW TRIMMER "SHOW ME SHOW"

Many Printers of Milwaukee and Wisconsin took in the exhibit of the new Miller 19x25 Automatic Cylinder, Master-Speed Jobber, Heavy Duty Saw Trimmer, Miller Printer Bench Saw, and Miller High Speed Press, at Milwaukee. The exhibit happened to be next door to the entrance to the famous Milwaukee Press Club and the journalists were well

Storage Cabinet

Floor space overall, 60½ x 19 inches; Height, 74¾ inches.

No. 12428

No. 12428 Storage Cabinet

"Hamilton-made" equipment solves many problems.

THIS steel cabinet is for the convenient storage of large plates, or for quantities of small cuts where it is desired to keep all together for use on one job. Also used extensively for storage of circulars, advertising, proofs, dead copy, job tickets, etc. It is convenient, usable and desirable equipment for any office. The cabinet contains twenty-eight compartments, each measuring 14 x 18 x 8¾ inches. FINISHED in Olive Green Baked Enamel.

Built by the

Hamilton Manufacturing Company

Rahway, New Jersey. Two Rivers, Wisconsin.

Sold by All Prominent Typefounders and Dealers Everywhere.

"NPJ" ROUND TABLE
(CONTINUED)

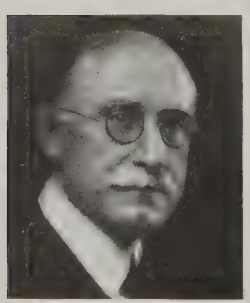
represented among the visitors—some of them former printers, including *ye editor.*

NEW DRESS FOR "WOMEN'S WEAR"

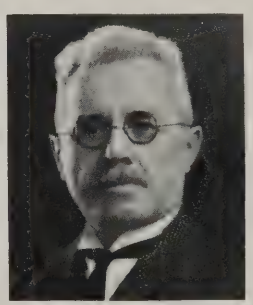
The Publishers, the Fairchild Company of New York —also *Daily News Record, Apparel Gazette and others*—have gone to the new "easier-to-read" type face, 6½ point 2-A, Intertype. Thus the trade paper field (in this case, two daily trade papers) is coming along with many of the most prominent newspapers of the United States to improve legibility. The idea is sweeping the entire country. Incidentally, the Fairchilds have just installed fourteen multiple-magazine Intertypes, one of which is the new "mixer" model becoming very popular with Intertype users where different faces are needed in the same line. The Fairchilds also put in a supply of new improved headletter mats. The Seattle (Wash.) *Times* is now using the Intertype 6½ point 2-A.

R. V. MITCHELL
President Harris
Automatic Press
Company, Cleveland

A. F. HARRIS
General Manager
Harris Automatic
Press Company, Cleveland



C. F. AHLSTROM
President, The Premier
and Potter Printing
Press Co., Inc., New York



CHAS. SEYBOLD
President, The Seybold
Machine Company,
Dayton, Ohio

HARRIS PURCHASES SEYBOLD AND PREMIER-POTTER

R. V. Mitchell, president of The Harris Automatic Press Company, Cleveland, announces the purchase by his concern of The Seybold Machine Company, Dayton, and The Premier Potter Printing Press Co., New York. The new concern will be known as *The Harris-Seybold-Potter Co.* The established sales and service policies of each individual concern remain unchanged. The present designs of machines, made by all three companies, will be continued.

It is one of the largest consolidations ever made in the printing industry and combines three of the oldest and most firmly established printing machinery manufacturers.

"In addition to the servicing possibilities, it will be advantageous that the Harris-Seybold-Potter Company can recommend a type of printing press, a type of offset lithographic press, or a type of paper cutter best suited to each requirement," says a statement just issued by the company.

The Harris Automatic Press Company, established in 1894, has long been known as the world's largest producer of offset presses, envelope presses and blankers. For twenty-eight years, A. F. Harris followed his conviction that offset machines would eventually replace stone lithographic presses. The uses for the offset press are increasing tremendously from day to day. Harris also manufactures envelope presses operating on the letterpress principle. Harris presses of somewhat this same type are used by the government in the production of currency. A feature of the Harris offsets is the Harris automatic feeder built into the press. Another is the micrometer adjustment to accommodate various thicknesses of paper.

The Seybold Machine Company, established in 1892, has maintained a top rung position among manufacturers of paper cutters, trimmers, and die presses. Through the engineering skill of Charles Seybold and his associates, this organization developed a complete line. For the general plant, full automatics are made from 32 to 84 inch sizes. Mill cutters of the full automatic type from 56 to 94 inches are made. Three knife, and continuous automatic book trimmers are made. Round corner cutters, single and double head die presses, and full automatic knife grinders are made. These machines will be manufactured and sold by the same organization as at present. Mr. Seybold will continue as a director.

The Premier and Potter Printing Press Company, Inc., originated in 1855, later representing a combination in 1919 of the Whitlock Printing Press Company and The Potter Printing Press Company. Not only does this organization manufacture offset presses but it also provides cutters and creasers and flat bed presses in a wide range of sizes and styles. Many an elderly printer made his start on the "Old Whitlock press"—and the reputation made by that machine has been maintained in the Premier and Potter flat bed presses today. A leader is the Potter Tin Press,—an interesting machine which lithographs designs on and decorates tin and other metals. As to the Potter Offset, it is the intention of the new management to continue the present line of these machines as they are built now.

Commenting upon the consolidation, Mr. Mitchell, president of the new concern, said: "Every printer, publisher, lithographer, and bookbinder, is engaged in the one fascinating occupation of influencing directly or indirectly the minds of the world. For years it has been our ambition to unite into one organization the manufacturers of several types of printing and lithographing equipment so that a selling organization could unbiasedly recommend to each prospect the exact type of machine best suited to his needs, so that a manufacturing organization could enjoy exceptional production advantages, and so that a servicing organization could render a high standard of help to the industry.

"The industry is advancing so rapidly that I believe the time is ripe for this kind of concern.

"In addition, of course, the broad experience of this firm will give us an exceptional opportunity to carry on original research and to do development work which will contribute to the advancement of the industry as a whole."

NEW CHESHIRE & GREENFIELD PRODUCT

Announcement has been made of a new C. & G. Router, Jig Saw and Type High Machine, at the company's home office in Milwaukee. It is another invention by Edward Cheshire, whose devices are now in many plants. The new

What's the Definition of JOURNALISM : : : : :

IN the constitution of *Sigma Delta Chi,* professional journalistic fraternity, appears the following:

"The term *journalism* is defined by *Sigma Delta Chi* to include the following:

" 'The direction of the editorial policy of, the editing of, and the writing for, newspapers and periodicals.' "

"NPJ" ROUND TABLE
(CONTINUED)

product is shown as a separate unit, not an attachment, and to plane cuts exactly to any desired height, at first routing. It mortises inside and out and saws easily in unusual shapes. Two men may work on it at once. The company is presenting the new machine as "a companion and complement of the C. & G. Trimmiter."

HANDLES MOUNTING PLATE PROBLEMS

The Service Department of the Challenge Machinery Co., Grand Haven, Mich., has issued a "picture story with a moral for modern printers", with three unusual views, in the interests of the Challenge Sectional Plate-Mounting Systems. The company's service department has issued an invitation to all printers to write regarding any mounting and registering problems "suggestions, sketches and estimates cheerfully furnished."

MIEHLE VERTICALS CONTINUE IN POPULARITY

Recent Publications of the Miehle Press and Manufacturing Co. emphasize the large number of printing concerns which have installed Miehle Vertical. The list for 1926 is formidable and enters every state. The announcements particularly bring out the names of many firms which have made installations after having previously purchased these presses. Interesting letters of testimony are also being circulated.

TWO NEW INTERTYPE VICE-PRESIDENTS

D. R. Salisbury, who was recently appointed general sales manager has been elected vice president in charge of sales. Mr. Salisbury succeeds G. C. Willings who recently retired from the Corporation to return to his old home in Pensacola, Florida.

H. G. WILLNUS

H. G. Willnus, secretary of the Corporation, was elected vice president to succeed C. W. Gaskell.

Mr. Salisbury has been on an extended trip through the Intertype sales territories covered by the branch offices located at Chicago, Memphis, Los Angeles, and other principal cities. He planned to return to the executive offices at New York in time for a general conference upon the arrival of President Neal Dow Becker, who was expected to return from Europe the latter part of December.

Mr. Willnus, as is well known in the trade, has risen to his present high position with the Intertype from humble beginnings in the organization, literally working his way from the bottom of the ladder up.

ROSBACK ANNOUNCES NEW MACHINE

The Rosback Automatic Feed Wire Stitching Machine, featured as a long step ahead in single head wire stitchers, is a recent new offering. The makers, the F. P. Rosback Company, Benton Harbor, Mich., state that the actual space needed is only 6 by 4 feet, and it is handled fully by only two girls, one placing the books on the saddle and the other counting and piling them for the cutters. The feed itself is automatic, stapling any phamphlet from 5 inches long by 2

For Only $2, a Weekly Combination Editorial-Advertising-Circulation Service . . . . . the harvest of 17 ripe years in the publishing business—

It is a personal service. I devote my entire time to it. No ear marks of a "syndicate".

It will save you time, thought, worry and expense. It will increase your cash box receipts and become the most pleasant $2 weekly investment you ever made.

11 Different Features and Services averaging a mere 18 1-5 cents per week.

FOR YOUR DISPLAY ADVERTISING DEPARTMENT

1. Two original ideas or plans weekly which will help you get new local advertising.
2. Weekly an advertising soliciting letter, full of pep, facts and interest for your local merchants.
3. Every week will send you proof of one display advertisement to run in your paper, in a circular, or in your advertising trade paper ads, to advertise the value of your space, and to stimulate a larger use of it.
4. Two columns of matter for your monthly Merchandising Newspaper which you distribute to the local merchants. If you are not one of the 300 newspapers now publishing these trade-aid papers you can send this out as a circular to your retailers. It will make them push the sale of goods advertised in your columns and help them be better merchants.

FOR YOUR CLASSIFIED ADVERTISING DEPARTMENT

5. Two pieces of copy for advertisements to be run in your paper each week to increase the sale of classified advertising.
6. Complete "forms" for running your classified advertising. A system which will work automatically. Charge and cash slip forms, order blanks of several kinds, accounting sheets, etc.

FOR YOUR CIRCULATION INCREASE

7. One comprehensive and proven plan or suggestion semi-monthly which if used will increase circulation upon a stable basis. This alone you will find worth many times what you pay for the whole service.
8. Advice whenever you ask for it on what are the most suitable and successful premiums to use. How to use them, where to buy them. I have had much experience as a Newspaper Premium Specialist.

FOR YOUR EDITORIAL DEPARTMENT

9. "Plants and Pets; in Your Home and Garden." A weekly one column feature which will hold the interest of your readers every week in the year. I was thirteen years in this field. I will carry along a department under this heading which will answer all questions on plants, shrubbery, flowers, vegetable gardens, etc. A complete guide, for the raising and care of all things which grow in the house or in the yard, and on the care of all domestic pets.
10. Jokes, Humor and Wise-cracks. Ten of the most brilliant ones hot off the latest shows on Broadway.
11. "The Religions of the World." An explanation of one each week. Clear statements of facts about the differences in the many religious beliefs of the world. This is timely and teeming with interest. Written by the highest available authority in each church here and abroad.

Have been manager and advertising manager of several publications both in the East and West. Also advertising manager on daily newspaper in New York, weekly newspapers, advertising agencies, and more recently with newspaper advertising trade journals. Also manager of syndicate department of large New York daily. Nearly every large daily newspaper publisher knows that I have had a remarkable background of seventeen years' experience.

I know I can deliver the goods and give you full value: heaping over, providing YOU and at least ninety-nine others answer this advertisement with enough confidence to give my services a trial.

TERMS: One paper only in your territory. You to decide upon the boundaries of your publication rights to my service.

No contract. You can stop whenever you like on 30 days' notice. Payable check with order for first two weeks' service. Thereafter payable monthly. Only the complete service of eleven parts will be sold. No reduction in price if you do not need all of it.

$2.00 per week for under 5,000 circulation
$2.50 per week for 5,000 to 10,000 circulation
$3.00 per week for 10,000 to 50,000 circulation

FRANK W. MAAS
ADVERTISING AND PROMOTION
SERVICE FOR PUBLISHERS
17 YEARS' EXPERIENCE
Telephones: Penna. 7675 — Flushing 7949-W
18 West 34th Street, Astor Court Building, New York City

1927 Press Room Economies

BOOK-NEWS BLACK — Pronounced by many publishers as the best Book-News Ink they have ever used. It's made to suit the requirements of smaller newspapers and it's SO GOOD you can use it on a better class of printing.

This ink is shipped in steel containers, eliminating waste and leakage and the unpleasant GOBS of ink on the press room floor. You execrate these unpleasant conditions. We remedy them for you.

DITTO HALFTONE BLACK—A superior black for coated papers. Prints clean; sets quickly; dries hard.

1927 RED—A brilliant Red with bronze overtone. Suitable for all commercial work.

BRONZE BLUE No. 1—With a strong reddish metallic over cast.

FINE JOB BLACK—Adaptable to all Gordon work.

28 lb. Book-News Black	$ .18	$5.04
3 lb. Halftone Black	1.50	4.50
1 lb. 1927 Red	1.50	1.50
1 lb. Bronze Blue	1.50	1.50
1 lb. Fine Job Black	1.00	1.00
		$13.54

This Shipment to you prepaid for $10.00.

It's an economical buy from the point of quality and price. Try it! If you aren't more than pleased after a try-out we'll gladly refund your money.

You may increase or diminish the four job inks to suit your requirements.

News inks must be shipped in advertised quantities.

◈◈

Dunham-Watson Co.

PRINTING INKS LITHO

638-44 SOUTH CLARK STREET

PHONE HARRISON 5859

Chicago

Branch Office:

MILWAUKEE, WIS.

Broadway 8576 368 Milwaukee St.

"NPJ" ROUND TABLE
(CONTINUED)

inches wide, up to 18 and 12. It will do 2, 3, 4, 6 and 8 staple work, single or multiple forms. Position is automatically fixed, and signatures jogged before the stitching. There are four quick changes of speed, from 118 to 230 a minute.

WESTVACO INSPIRATIONS for PRINTERS

NUMBER 20 of the West Virginia Pulp & Paper Co., series, just at hand, will prove peculiarly interesting and valuable to the newspaper printer as well as the job printer. "Illustrations in Black", is the leading feature, the study being made from files of newspapers and other periodicals in "black and white". Another universally interesting feature is "The Identifying Trade Mark in Color". One of the most interesting things today to students of art work and printing, exists in the pen technique field. New ideas are coming out right along. There is a good chapter in this, also.—*J. L. M.*

SHOWS NEW GARAMOND HEAD DRESS

THE LINOTYPE NEWS for November presented a head dress in Linotype *Garamond*—the first time, it was stated, that Garamond had been used as a complete newspaper head dress. Editorially the Linotype *News* declared: "Garamond is a good newspaper face. It is conservative and dignified, yet carries plenty of authority. It is attractive to the eye, and easy to read. It can be used to advantage for news and feature heads; in the ten and twelve point sizes for feature stories; in all sizes in the advertising columns." The body matter in the news columns was in Linotype 6½ point Ionic No. 5 with Bold Face No. 2 and with Italics and Small Capitals.

HAVE YOU SOLVED THE PROBLEM?

THIS STRIKING HEADLINE features a new publication of the Uhl Steel Posturchair for operators of composing machines. The display pictures the use of these devices in the New York (N. Y.) *Tribune* composing room, and lists a number of newspapers using these workers' chairs.

NEW LUDLOW TYPOGRAPH FEATURES

THE LUDLOW Typograph Co., Chicago, has announced a 72-point, which makes it possible for any Ludlow user to produce easily and quickly any size typeface in sluglines from the smallest six point Lining Gothic to full-width 72-point Caslon Bold. After effecting a slight change in his present Ludlow casting unit the operator can produce any of these faces at will without machine or mold changes. A number of other 72-point faces are already contemplated. Other attractive typeface developments are shown on pages 6 and 7 of the November issue of the Ludlow *News*.

In order that newspaper executives and printers, and also advertisers and advertising managers, may better visualize the varied and artistic effects securable with Ludlow faces, the company has begun publication of a series of portfolios showing the actual use in practical ways. A long and detailed search has been made among newspapers and printing plants to get as wide a range as possible of advertisements, etc., for illustrations in the series. The process will interest all who are "fans" for better typography.

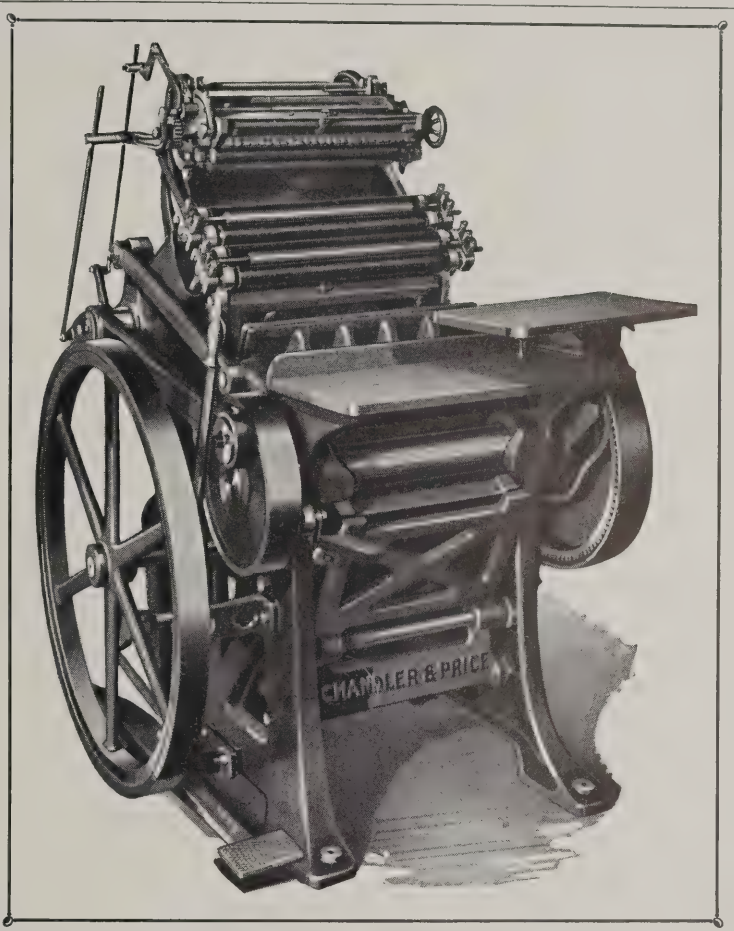
From the newspapers were clipped some of the most attractive advertisements. Wherever possible, these were reproduced from stereotype plates made from the original papier-mache matrices used by the newspapers; others were reset by Ludlow compositors, where the papier-mache matrices had been destroyed.

There is a surprising uniformity in the high quality of all these Ludlow-set advertisements, regardless of location of the plant where they were set. Some were produced by the largest metropolitan dailies—others by small country dailies.

After a tremendous amount of clipping, checking, classifying, and filing, enough advertisements in each style of face were chosen to make up this newspaper group of specimens. These have now been reproduced on pages the size of the

The Chandler & Price Printing Presses

8x12 ~ 10x15 ~ FOUR SIZES ~ 12x18 ~ 14½x22



THE CRAFTSMAN ~ 12x18 ~ WITH ITS WONDERFUL DISTRIBUTION SYSTEM

WE CARRY all sizes of CHANDLER & PRICE PRESSES in stock at our Selling Houses for prompt delivery. When in the market for a new C. & P. Press, write, telephone or wire your requirements, including motor equipment, to the nearest AMERICAN TYPE FOUNDERS COMPANY Selling House

Selling Houses Located in the Following Cities:

BOSTON	RICHMOND	CLEVELAND	DETROIT	KANSAS CITY	PORTLAND, ORE.
NEW YORK	BALTIMORE	CINCINNATI	ST. LOUIS	DENVER	LOS ANGELES
PHILADELPHIA	BUFFALO	ATLANTA	MILWAUKEE	SAN FRANCISCO	WINNIPEG
	PITTSBURGH	CHICAGO	MINNEAPOLIS	SPOKANE	

AMERICAN TYPE FOUNDERS COMPANY

SET IN MEMBERS OF THE GARAMOND FAMILY ADAM ORNAMENTS NO. 1

C&G TRIMMITER

The Router, Jig-Saw and Type-high Machine—and other Precision Tools

C & G is the familiar trade mark of those fine precision tools that have become "standard equipment" in the modern printing plant. None of them is just an improvement on devices already in use, but new in principle and new in performance.

The latest addition to this highly useful family of time savers is the Router, Jig-Saw and Type-high Machine — *not an attachment* to a machine built for another purpose, but a separate unit. Two men can work on it at once, doing two different things without interfering with one another.

This newer machine together with the well known C & G Trimmiter make a complete equipment for sawing, mitering, undercutting, planing to exactly type high, sawing unusual shapes — many other things of the kind — all exactly — all in the minimum time.

We also manufacture a Hand Miter-er and Hand Lead Cutter that will be a revelation to you.

In addition to being more useful, C & G Tools are also lower priced, because they are simple mechanically and economical to manufacture.

Write for literature

Cheshire & Greenfield Manufacturing Co.

182-184 Huron Street - Milwaukee, Wis.

"NPJ" ROUND TABLE
(CONTINUED)

average newspaper and printed on newspaper stock. They will be bound in four separate portfolios, and will fold neatly into a 9 inch by 12 inch size. The jet black cover carries a different color label for each set of portfolios. This label shows a complete list of the Ludlow typefaces used.

These portfolios will be known as sets N1 to N4 of the Ludlow Typefaces in Use series. Set N1, which has already been mailed, consists of seven full-size newspaper pages and features some popular oldstyle faces. Set N2 consists of seven pages and features the Ludlow Caslon family of faces. This was about to be mailed at this writing. Set N3 features the many faces that make up the Cheltenham family and a number of miscellaneous typefaces. Set N4 will feature some attractive modern and Gothic typefaces. In this portfolio will be shown such modern faces as the Bodonis and Centurys.

WHY IS A TIP? PROMPTNESS A VIRTUE

The Cincinnati Time Recorder Co.'s latest circular to the trade, using the above for headings, philosophizes thusly: "Promptness is a virtue that requires constant encouragement —and deserves it. Tardiness is a selfstarting habit. The contribution box displayed in public houses a century ago with its suggestive legend—"To Insure Promptness" (whence comes our modern word T-I-P) demonstrates that even then the need for an extra urge was recognized. Doesn't it take all the skill and tact you can muster to combat the tendency of your employes to lag? Do you realize that habits of punctuality and industry can be developed in your employes? Harsh measures are of doubtful value."

INTERTYPE SETZMASCHIENEN is ORGANIZED

Neal Dow Becker, president of the Intertype Corporation, returning from a comprehensive European trip, makes the interesting announcement that a subsidiary company has been organized in Berlin, Germany, for the extension of Intertype business in that country and adjoining points, under the name of *Intertype Setztmaschienen, G. M. B. H.* Mr. Becker said that the new company will be supplied for the present with an ample stock from Brooklyn, N. Y., the home office and plant. It is understood, however, that plans are under way to manufacture in Berlin. He is optimistic, after a careful study of European conditions, over the future there.

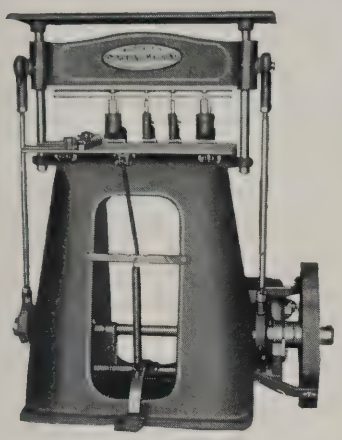
CHALLENGE CHICAGO HOME IS MOVED

The Chicago office and warehouse of the Challenge Machinery Co., Grand Haven, Mich., Mark Garlick, manager, has moved from 124 South Wells street, occupied for 20 years to 17-19 East Austin avenue, near the Wrigley Building. Mr. Garlick states that the addition of 1,000 feet of floor space has made it possible to increase stocks available to southern and western dealers, and quick shipments. All displays were ready and the machinery room was in power operation by Christmas, and many visitors are being entertained.

GRAPHIC ARTS EXPO COMES ALONG FAST

The Big Show of Printerdom, set for September 1927, already notes a number of space reservations at Grand Central Palace. A recent list for publication:

American Type Founders Company, American Writing Paper Company, American Steel Chase Company, American Printer, Bingham Brothers Company, Barnhart Bros. & Spindler, B. H. Bunn Company, Bahnson Company, Russel Ernest Baum, Boston Wire Stitcher Co., Chandler & Price Company, Cleveland Folding Machine Company, Challenge Machinery Company, Harris Automatic Press Company, Hamilton Manufacturing Company, Hoffman Type & Engraving Company, C. B. Henschel Mfg. Company, Hill-Curtis Company, Inland Printer, Intertype Corporation, Imperial Type Metal Company, Korfund Company, Ludlow Typograph Company, Lanston Monotype Machine Company, Latham Machinery Company, Miller Saw Trimmer Company, Mergenthaler Linotype Company, Miehle Printing Press & Mfg. Company, National Printers Supply Company, Frank Nossel, Naumer Electric Company, National



THE ROSBACK
PONY SIX MULTIPLEX PUNCHING MACHINE

This is the Original Combination machine for punching round, open or special shapes of holes, Perforating like Postage Stamps, Round Cornering and Tab Cutting.

Attachments are one piece heads, easily placed in position and takes less than five minutes to make the change.

Two round hole heads complete with punches and dies ARE FURNISHED with the machine.

Other attachments can be purchased at any time.

Built in Foot Power Belt and Motor Drive Units.

IT GROWS WITH YOUR BUSINESS

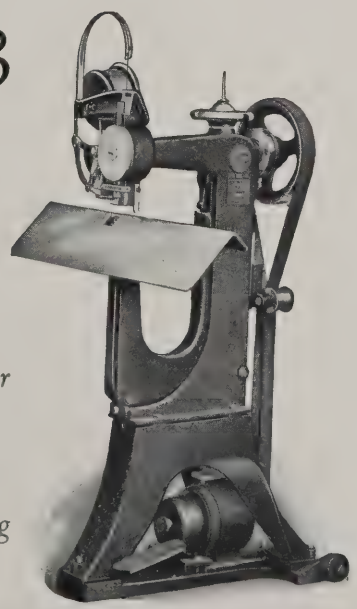
MANUFACTURED BY

F. P. ROSBACK COMPANY

BENTON HARBOR, MICH.

Sold by dealers everywhere

BOSTON WIRE STITCHER No. 3 !



A GOOD BUY *for any printer or binder for its dependability, speed, and operating efficiency*

A FIRST-CLASS general purpose wire stitcher, of which several thousand have been sold. The BOSTON No. 3 handles work from two sheets to one-half inch and is *singly adjusted by turning the handwheel to gauge the thickness of stock.*

Flat and saddle table are combined in one and made operative for the two classes of stitching by merely pulling a lock pin.

The BOSTON No. 3 is the simplest of all wire stitchers and is unequalled for the quality of its output. It is easily handled by the operator without expert attention.

GENERAL SELLING AGENT

AMERICAN TYPE FOUNDERS COMPANY

Sold also by BARNHART BROTHERS & SPINDLER, all selling houses; in Mexico and South America by NATIONAL PAPER AND TYPE COMPANY; in Canada by SEARS COMPANY CANADA LIMITED, Toronto-Montreal

SET IN CLOISTER LIGHTFACE AND ITALIC INTERRELATING BORDERS

Johnsonized

Johnsonized service is complete, and means the furnishing of complete outfits for the printer, binder and typesetter. In addition to a complete and varied stock of remanufactured machinery, all standard makes of new machines are handled. Such standard makes as Chandler & Price, Challenge, Rosback, Morrison, Omaha, Liberty, Mentges, and Baum, can be furnished promptly. A very complete stock of Hamilton steel and wood composing room furniture on hand; and all of the miscellaneous supplies such as brass rule, leads and slugs, type, etc., are supplied promptly.

Send for a complete list of Johnsonized machinery.

Information and prices are gladly furnished on anything you are interested in.

C. I. Johnson Mfg. Co.

Independent Printer's Supply House

48-50 East 3rd St. 143-5-7 So. Wabasha St.

Saint Paul, Minnesota

"NPJ" ROUND TABLE
(CONTINUED)

City Paper Corporation, Printing Machinery Company, George W. Prentiss & Company, J. A. Richards Company, F. P. Rosback & Company, H. B. Rouse & Company, Southworth Machinery Co., Thomson National Press Company, Walden, Sons & Mott, Inc., and Ben Franklin Publishing Co.

MID-WESTERN BRANCH TO NEW HOME

THE INTERTYPE CORPORATION, mid-western branch, located for some years at 127 North Sangamon street, Chicago, now occupies 130 North Franklin street. Frank A. Hill, manager of the branch, is delighted with the new quarters and states he is able to give more prompt service, the new location being in the heart of Chicago's printing center and convenient to railroad depots and hotels.

GADDEN DRY MAT MOISTENING MACHINE

THOSE MEETING PROBLEMS incident to the use of dry mats, will be interested in a new machine of the Shaw Machine and Tool Company, Los Angeles, Calif., the "Gadden Dry Mat Moistening Machine". The company states that the device was conceived, designed and built by a stereotyper, and will condition dry mats at the rate of two or more a minute, evenly, and so they will not curl at the edges and come out perfectly flat. There is an equipment of roller, cylinder and roller adjusting wheels enabling regulation of tension to one-one thousandths of an inch, and maintaining positive and definite moisture supply. Simplicity of construction is emphasized, and the size is 42 x 52 inches, and 52 inches high; operation is by a ½-h. p. motor attached to lamp socket.

PRODUCTION ANGLES

WASTE IN UN-CIRCULATED COPIES, Etc.

ADDRESSING THE A. N. P. A. in annual convention at French Lick, Ind., in November, Louis Wiley, business manager of the New York (N. Y.) *Times,* scored the "return privilege" and added: "Under the law of averages, the fluctuations in demand for a newspaper are very slight. In the case of one New York afternoon newspaper where a careful record was kept covering some eight editions a day, the highest fluctuation of the week was three-tenths of 1 per cent. This per centage is negligible in newsdealers' profits and one that cannot seriously affect circulation.

"The waste is not entirely in newspapers. Magazines of national circulation have probably an even higher percentage of waste. A few of them are non-returnable. A great many

GOES BLANKS

Another opportunity for profit

Goes Art Advertising Blotters will stimulate business in dull seasons. They will keep the advertiser's name before his trade in brisk seasons. Send for the samples. Put on an aggressive Blotter Sales Campaign. You'll be surprised at the results.

have made money for other printers—they will make money for you.

Goes Blanks have been designed for type overprinting—designed to effectively set off the printer's printing. They will enhance the appearance and value of *your* printing—they will help you to sell higher-priced jobs of printing at largely increased margins of profit. They will help *you* to secure new accounts—help you to extend your business with old accounts. Thousands of printers will testify to the excellent opportunities offered by Goes Blanks.

There is a Goes Bordered Blank for practically every conceivable purpose, from a small merchandise or advertising coupon to a large insurance policy form, more than one hundred styles, all beautifully lithographed in rich appropriate colors. The border of this advertisement is an exact reproduction of one of the beautiful borders.

Send for the samples. There is no obligation

GOES LITHOGRAPHING COMPANY
41 West 61st Street, CHICAGO 3779

© GOES

For Immediate Shipment at all Selling Houses

Printing Machinery and Supplies

Chandler & Price Presses
Paper Cutters
Colt's Armory Presses
Cutters and Creasers
Boston Wire Stitchers
Boston Staple Binders
Portland Multiple Punches
Golding Machinery
Challenge Mach'y Co. Products
Hamilton Manufacturing Co.
Wood and Steel Equipment

AMERICAN TYPE
The Best in Any Case

Kelly Automatic Presses
Lee Two-Revolution Press
F. P. Rosback Co. Products
H. B. Rouse & Co. Products
Type, Borders and Ornaments
Metal Leads and Slugs
Brass Rule and Metal Furniture
Numbering Machines
Ink Knives and Plate Brushes
Benzine and Lye Brushes
Galleys, Brass and Steel

American Type Founders Company

BOSTON
NEW YORK
PHILADELPHIA
BALTIMORE

RICHMOND
ATLANTA
BUFFALO
PITTSBURGH
CLEVELAND

DETROIT
CHICAGO
CINCINNATI
ST. LOUIS
DES MOINES

MILWAUKEE
MINNEAPOLIS
KANSAS CITY
DENVER
LOS ANGELES

SAN FRANCISCO
PORTLAND
SPOKANE
WINNIPEG

SET IN GOUDY CATALOGUE AND GOUDY CATALOGUE ITALIC

BENJAMIN FRANKLIN

Writes an ad
on Mohr Lino-Saws

When Benjamin Franklin, patron saint of printers, said, "Remember Time is Money," he was undoubtedly seated in his printing office, and while he may not have realized it, he was writing "copy" for Mohr Lino-Saws!

For if there is one dominating reason for the success of Mohr Lino-Saws in printing and publishing plants, it is that they save *time*, and saving time, they save *money*—a truth amply demonstrated by the following facts:

1. Mohr Lino-Saws are used in practically every state in the Union and on every continent on earth.
2. The greatest number of Mohr Lino-Saws ever installed in a single year were placed in service in 1926.
3. Five newspapers alone have a total of 133 Mohr Lino-Saws in service.

To save time in your plant in 1927—to increase productiveness—to shorten the route between type-casting machine and makeup—ask today for full details of the Mohr Lino-Saw.

The Mohr Lino-Saw becomes part of your Linotype or Intertype and through its use slugs of any desired measure fall to the galley accurately sawed to length. No detour to the floor-saw — no ruined mold liners— no bleeding of slugs.

A turn of the Dial Mohr Lino-Saw Does it

TRADE MARK

MOHR LINO-SAW COMPANY
564-570 W. Monroe Street
Chicago, Illinois

"NPJ" ROUND TABLE
(CONTINUED)

more are fully returnable. The difference between the printed order and the net paid circulation of these magazines is often appalling. No official estimate of the money cost of magazine return is available, but we all recall the figures published in connection with the conservation of paper in war time. It is not too much to say that $25,000,000 would not cover the total annual expense.

"This is a problem which the American Newspaper Publishers Association might take up in an advisory way, if for no other reason than because of the interest of all publishers in the newsprint situation. A model agreement between local publishers might be drawn up and recommended for action."

FORD AD COPY is COPYRIGHTED : : : : : :

THE bulletin of the Washington state association: "That neither the publisher nor the Ford dealer may use McKinney, Marsh and Cushing's series of Ford ads, in part or in whole, or border, cuts or context thereof without infringing the copyright laws, is the opinion of E. L. Skeel, attorney for the Washington Press Association.

"One publisher had been asked by his Ford dealer who did not want to buy the mat service, to run parts of the Ford ads prepared by the advertising agency and copyrighted by them. Mr. Skeel says the publisher is equally liable with the dealer, as being a party to such an action.

"Advices from McKinney, Marsh and Cushing say that the first series went over so good they are preparing a second series, even better than the first. If you have not capitalized on this Ford space, there is still time to do so."

SOME CAUSES OF TRANSPOSITIONS

IT IS QUITE COMMON, says a contributor to *Printcrafters*, and trying to a slug composing machine man to have transposed characters in a line. A fast operator touches from 12 to 15 keys in a second on a machine, and the least interference with the matrix as it makes its downward path into the assembling elevator, or just the least hesitation in the release of the matrix will cause a transposition; something hinders its release or else retards its progress downward. There are several things that come under these two main causes of transpositions.

Undue pressure of the overthrow spring will cause the plunger to prevent a quick fall of the cam yoke. The plunger may also be too long.

The springs which hold down the reeds should all have the same tension. This is true of all sets of springs.

The matrices may be sticky or gummy. This will cause them to fall slower out of the gummy channel than out of the channel that is clean. A burr on a matrix will also hinder its release. The ears may be worn and drop into the holes in the channel.

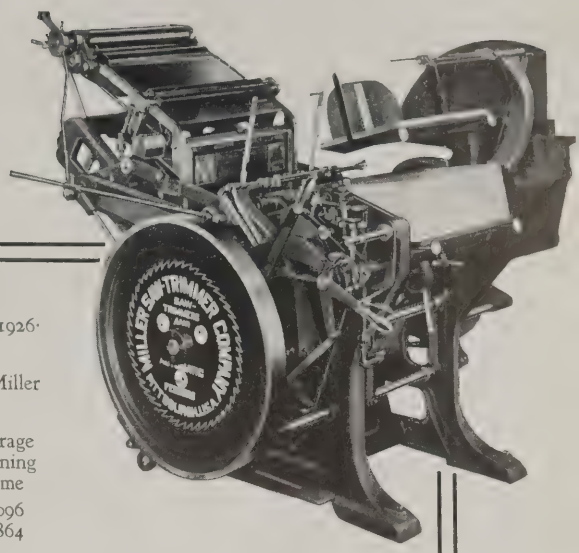
The assembler belt may not run with regular motion. This may not be enough for the eye to detect, but will cause a transposition.

The star wheel will become worn and cause frequent transpositions. Also wear of different parts of the keyboard mechanism will cause some parts to work quicker than others.

All parts should be oiled properly and kept clean. An excessive amount of oil is worse than not any at all, as it gums the mechanism.

2986 Per Hour

Excellent Production Record for Month Established by Two "Printer's Greyhounds"



Miller Saw-Trimmer Co.,
Pittsburgh, Pa.

October 15, 1926.

Gentlemen: We are submitting production figures established on two of our 11x17 Miller Master-Speed Jobbers for the month of September, 1926:

Make Ready	Running Time	Charg. Hours	Non Charg. Hours	% Charg.	% Non-Charg.	Total Impress.	Average Running Time
26.4	95.5	121.9	66.3	65	35	295,755	3,096
21.8	92.2	114.0	77.0	59	41	264,110	2,864

These hourly records were made in the usual course of the day's work. The presses were not "tuned up" for picked jobs, which were taken as they came from the composing room.
The Master-Speeds have given every satisfaction, much more so than new model presses which are so often put on the market without proper testing.

Very truly yours,

(The name of this plant, which is being operated under the U. T. A. Standard Cost Finding System, will be furnished on request.)

Write for the "Printer's Greyhound" Book, Samples of Work, Letters from Users and Other Interesting Literature.

MILLER SAW-TRIMMER COMPANY

PITTSBURGH, U. S. A.

Branches in All Principal Cities

THE ROSBACK

New Model Round Hole Perforator

This is the Perforator to which comparison is made.
Inlaid tool steel die—guaranteed to cut clean for 5 years.
Micrometer adjustment table gauges.
A special feature for close to the edge perforating.
It's the Original—can you afford to experiment?
Money and brains can't build it better.
Interchangeable Perforating Mechanism.

THOUSANDS IN USE
Built in 15-20-24-28″ Foot Power
24-28″ Belt or Motor Drive

MANUFACTURED BY

F. P. ROSBACK COMPANY

BENTON HARBOR, MICH.

FOR SALE BY
Dealers Everywhere

The Largest Perforator Factory in the World.

No Need to Look Farther for an Efficient Staple Binder

The ACME No. 6½ will meet all of your requirements

The Acme No. 6½ Staple Binder is the most compact, rigid and efficient binder for printers. It binds a full half inch of any kind of paper, using six different lengths of staples in three thicknesses of wire.

The only adjustment necessary is for different degrees of work. A straight downward pedal stroke and a ten inch reach for the insertion of work. Equipped for flat and saddleback work.

Write for Catalogue.

Acme Staple Company

1643-47 Haddon Ave., Camden, N. J.

ESTABLISHED 1894

Dependability - Practicability - Durability - Value

The Margach Feeder

for

Linotypes, Intertypes, Monotypes, Ludlows, Elrods

Eventually — Why Not Now

(With apologies to Pillsbury)

What other article is guaranteed for ten years against further cost than the $75.00 for a Margach?

And what other accessory to the typesetting machine can fill an entire newspaper page with agate lines of SATISFIED users?

Margach Manufacturing Co.

Incorporated

213 CENTRE STREET NEW YORK

"*NPJ*" ROUND TABLE
(CONTINUED)

"NOW, YOU TELL ONE"—BET YOU CAN!

Match This One if you can—says Arthur L. Craig, Greely (Colo.) *Weld County News,* president of the Colorado Editorial Association: "We got a new operator from Denver. Sometime that afternoon the first galley proof came forward. Almost immediately it went back, gloriously decorated, and accompanied by a curious proof reader. 'Must be something wrong with your machine,' we guessed. 'Your e's and t's are running wild.' He confirmed: 'There is something wrong; the paint's all worn off them two keys and I couldn't remember which was which.' "

The RATE HOLE—S. N. P. A. BULLETIN:

Handling a Thousand Tons of newsprint every month formerly cost the Houston *Post-Dispatch* about $10,000 a year in drayage, storage and handling charges. Now the freight cars roll right up to a paper storage room adjoining the press room. The Atlanta *Journal* likewise has a railroad siding at its plant and saves a substantial sum thereby.

POSTAL RATE REVISION HERE'S the LATEST : : : :

AT THIS writing, late December, reduced mail rates for newspapers were to be recommended by the joint congressional postal commission.

A feature, distinguishing the proposed new rates from those of 1920, was the consolidation of news and advertising matter rates.

The schedule of rates proposed:

First and second zones, 1½ cents per pound; third zone, 1¾ cents per pound; fourth zone, 2 cents; fifth zone 2½ cents, sixth zone, 3 cents; seventh zone, 3½ cents and eighth zone, 4 cents.

The 1920 schedules had two classifications and were as follows:

Advertising matter—First and second zone, 2 cents; third zone, 3 cents; fourth, fifth and sixth zones, 6 cents; seventh and eighth zones, 9 cents.

News or reading matter—First and second zones, 1½ cents; third zone, 2 cents; fourth zone, 3 cents; fifth zone, 3½ cents; sixth zone, 4 cents; seventh zone, 5 cents and eighth zone, 5½ cents.

The Birmingham *News* has a neat arrangement for placing paper in the basement. A specially designed slide of heavy steel tubing takes the big 72-inch rolls from the sidewalk to press room storage without elevator or power, involving no expense of operation.

One of the few upstairs paper storage arrangements is used by the Chattanooga *News.* Rock formations made excavations for a basement prohibitive so the entire top floor of the *News* building, with elevator service, is used for paper storage. Ink tanks are also elevated with simple gravity feed.

In many plants where compressed air is available, composing rooms make good use of air blast for cleaning typesetting machines and other equipment.

The expense of circulating ice water in modern buildings has been cut by installation of mechanical refrigeration. The Greensboro (N. C.) *News* has the new equipment.

Years of experience in handling type metals has evolved this program for a newspaper that now has forgotten metal worries: Buy metals of the same grade constantly and from the same concern; get regular monthly shipments of new metal in small quantities and watch analyses every three months; skim stereo metal infrequently; use crank case oil regularly in remelting lino metal; remelt accumulated stereo and lino dross with oil in lino metal furnace, sending pigs to stereo foundry, dross in metal drums to smelter. Thermometers for metal are worth their weight in gold; a good

Boston Model WETTER NUMBERING MACHINES

The Machine with a LOW Plunger

Will Stand Up to the Most Exacting Conditions

By comparison the Wetter Boston Model stands out as the most dependable Numbering Machine made. *Why consider any other?*

SOLD BY ALL TYPE FOUNDERS

WETTER NUMBERING MACHINE CO.

Atlantic Ave. and Logan St. **BROOKLYN, N. Y., U. S. A.**

Electrotype Specialists

Experience has taught us how to handle exceptional jobs in halftone and color so that impressions from electrotypes are equal in quality to reproductions from the original engravings.

We are serving and satisfying a growing clientele with Lead Mould Electrotypes and Nickeltypes of precision and exactness for their particular work.

Badger Electrotype Co.

129-135 Michigan St., **Milwaukee, Wis.**

Panameric Hand Miterer

New Low Priced

H. B. ROUSE & CO.
2214-16 WARD ST., CHICAGO

Modernize Your Composing Room
by installing

THE ROCKAWAY

Automatic Spaceband Cleaner

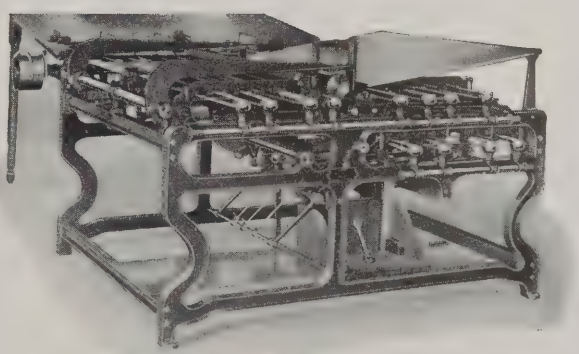
Will save money in time, in spacebands, in matrices. Does better work than can be done by hand and better work than has ever been done before. Cleans bands uniformly. Keeps the sleeves true, helps produce better slugs and cleaner printing. No more "hair-lines", no more crushed matrices.

Machine sent on 10 days trial.
Write for one today.

The Rockaway Company

3508 Grand Ave., MILWAUKEE, WIS.

NEWSPAPER PLANTS
get efficient service from the
MENTGES NO. 2 FOLDER



It is especially designed for newspaper and periodical work, representing a manufacturing ideal—*real folding machine service at minimum cost.*

Hundreds are in operation in newspaper plants

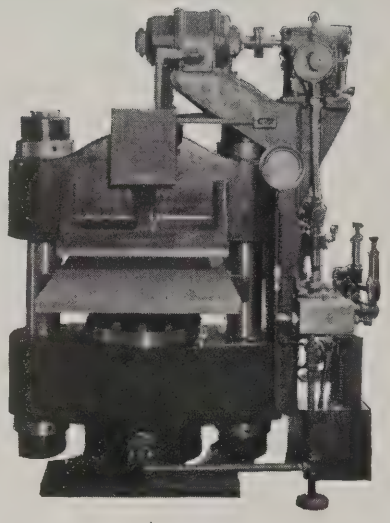
Machine Sent on Thirty Days Trial

The MENTGES FOLDER CO.

SIDNEY, OHIO

"Builders of Profitable Folding Machinery"

BIROTADRUCK



HYDRAULIC MATRICE PRESS

Direct pressure under complete control. Fast, positive, non-vibrating, hydraulic operation.

The New York Times uses Birotadruck Hydraulic Matrice Moulding Presses exclusively.

For full information and sample pages address

AMERICAN BIROTADRUCK CO., INC.
120 West 42nd St. New York

Free your type from standing forms

It's so easy to make your own Certified stereotypes.

You set up your press as for printing; replace the regular tympan sheets with a piece of cork or felt blanket; place the mat on the form—a few rocks of the fly wheel, and you have a molded mat from which you can make your own stereotypes.

To actually do it is even simpler than it reads, and there is no question about the real dollars you can save by eliminating the tie-ups in standing forms.

You can "prove" the economy and practicability of the Certified Cold process for printers without expense or obligation on your part.

Just fill in, clip and mail the coupon and we will start sample and particulars on the way to you at once.

Certified Dry Mat Corp.,
338 Madison Ave., **Date**.....
New York, N. Y.

Gentlemen:

You may send us a sample of your Certified Printer's Mat, together with full particulars. There is no obligation on our part.

NAME.....

ADDRESS.....

By.....Title.....

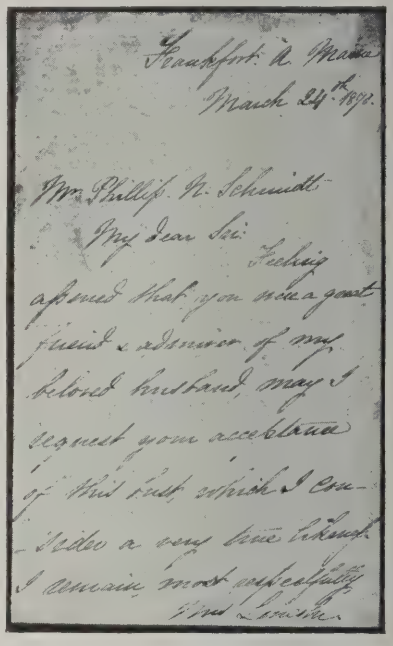
"NPJ" ROUND TABLE
(CONTINUED)

wall type for the stereo metal pot and a small portable style for testing lino remelting should be on the "must have" list.

An extra bowl for a metal furnace, carefully stored away for emergency use, has proved a life saver. The same may be said of motor bearings, press gears, electric pot heating units and other needed extras.

FRANKFORT LINCOLN PORTRAIT

THROUGH the kindness of David Stempel of the International Typographic Council, and Director of Schriftgiesserei D. Stempel, Frankfort, Germany, the Department of Linotype Typography has received a reproduction of the portrait of Abraham Lincoln which Mrs. Lincoln gave to Frankfort friends during a sojourn in that city. The original is a relief portrait in white plaster, a little more than life size, and is now in possession of Madam Schmidt-Polex, a descendant of the family to which it was given. Unfortunately no record can be found to indicate who the artist was, and Mrs. Lincoln's short note that accompanied her gift contains no details. It is known only that she considered it a good portrait. Its technical merit is high. The modeling is resolute, finely simple, and successful in rendering character as well as features. The Schmidt family to whom Mrs. Lincoln gave the portrait was one of the great Frankfort banking houses, and had aided considerably in the American financing that a number of Frankfort bankers did during Lincoln's administration. At that time its chief was Philipp Nikolaus Schmidt, who, as Mrs. Lincoln said in her letter, had been a particular admirer of the President, and "a great friend." The founder of the house had been a similar friend to the Goethe family, Goethe's mother calling him "Friend of the House and Minister of Finance." The Department of Linotype Typography also has received from Herr Stempel a photograhic reproduction of the letter sent by Mrs. Lincoln to Herr Schmidt when the portrait was presented to him. Mrs. Lincoln's letter was dated "Frankfort A. Maine, March 24, 1870," and read: "Feeling assured that you were a great friend and admirer of my beloved husband, may I request

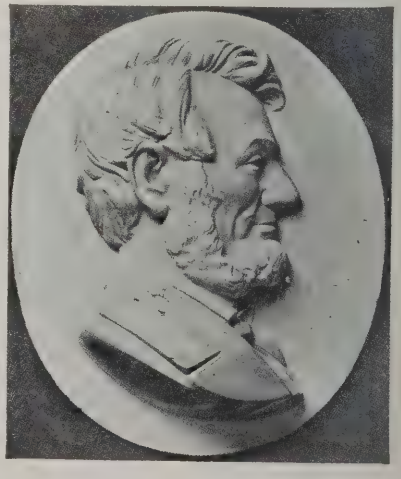

Frankfort A. Maine
March 24th 1870.

Wm Philip H. Schmidt

My dear Sir:

Feeling assured that you were a great friend & admirer of my beloved husband, may I request your acceptance of this bust, which I consider a very true likeness.

I remain most respectfully
Mrs Lincoln



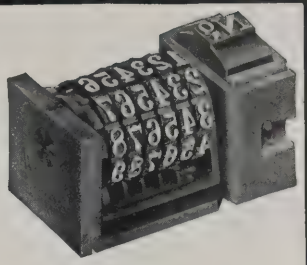
$10.00 SIX WHEELS

COLD ROLLED STEEL CASE IS AN EXCLUSIVE FEATURE FOUND ONLY IN AMERICAN STOCK MACHINES
TOOL STEEL DROP CIPHERS
SOLID ONE PIECE PLUNGER
GUARANTEED

ALL STEEL NEW
AMERICAN
MODEL 64
NUMBERING MACHINE

100 Other Models for Flat Bed and Rotary Presses

American Numbering Machine Co.
224 SHEPHERD AVENUE, BROOKLYN, N. Y.
Branches: 123 West Madison Street, Chicago, Illinois
London and Paris



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Fac-Simile Impression

Carried in Stock by American Type Founders Company and All Printers' Supply Houses.

$1.80 doz.

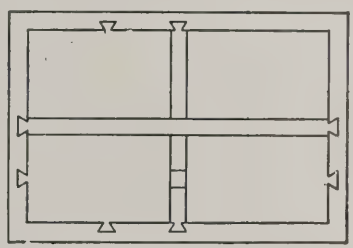
MEGILL'S
GAUGE PINS
for Job Presses

Always uniform and dependable.
We make many styles. Send for illustrated circular.

Sold by reliable dealers or direct.

EDWARD L. MEGILL,
EST. 1870
761 Atlantic Ave., Brooklyn, N. Y.

"Amsco" Book Chases



Made of special analysis cold drawn bright steel, electric-welded corners, and guaranteed against defect in material and workmanship.

We carry a full stock at all times of Book Chases for popular sizes of Miehle and Babcock Presses. Special sizes made up without delay.

Send for "Amsco" Products Catalog Today

American Steel Chase Co.
122 Centre Street, New York

THE ROBERT DICK
MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet

The Robert Dick Mailer
137 W. TUPPER ST. BUFFALO, N. Y.

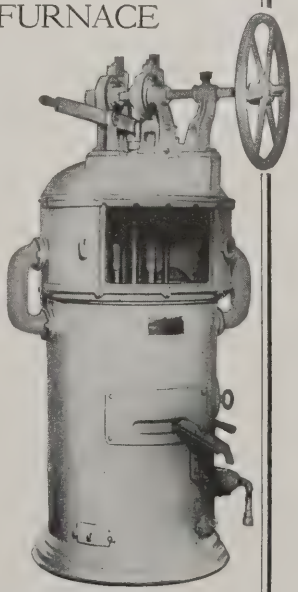
Start the New Year Right
by installing a
Monarch Monometer
RE-MELTING FURNACE

THE Monometer is scientifically constructed. It has an automatic heat control —prevents burning of metal —uses less gas — eliminates harmful fumes—retains tin— and reduces dross to a minimum.

Operated with
Electricity,
Gas or Oil

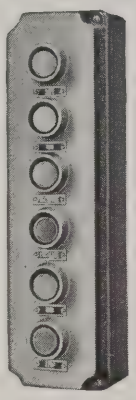
THE saving in fuel and dross will pay cost of Monometer in one year. It is built to last a lifetime.

Write for Catalog "N".



The Monarch Engineering & Mfg. Co.
1206 American Bldg., Baltimore, Md., U. S. A.
WORKS, CURTIS BAY, MD.

For safety, speed and economical operation use



The Boss of the Press

Cline Universal Control System

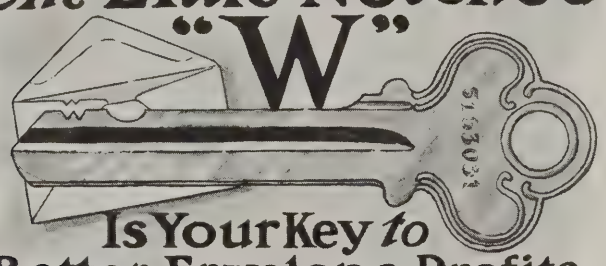
Cline electrical engineers devote themselves exclusively to the printing trades' requirements. There is Cline-Westinghouse equipment for all printing needs from the smallest wire stitcher to the largest newspaper press. 25 years of specialized experience are behind it.

CLINE ELECTRIC MFG. CO.

Western Office	*Main Office*	*Eastern Office*
First Nat'l Bank Bldg.	Conway Bldg.	Marbridge Bldg.
San Francisco, Calif.	111 W. Washington St. Chicago	47 W. 34th St. New York

CLINE SYSTEM

The Little Notched "W"



Is Your Key *to* Better Envelope Profits

THERE, under the flap, it is — the only trade-mark of envelope making in the world. And its meaning—more business and better profits for you, greater satisfaction for your customer.

Western States envelopes are made for and sold only to printers and lithographers. Our system of making up envelopes after you have printed them flat in the sheet, opens up wonderful possibilities. Investigate it today.

W-Notched Under Flap Reg. U.S. Trade Mark

Western States Envelope Co. Dept. N Milwaukee

Makers of Guaranteed "Sure Stick" Envelopes for Printers and Lithographers

We Protect the Trade

"NPJ" ROUND TABLE
(CONTINUED)

your acceptance of this bust, which I consider a very true likeness."

E. M. JENISON, formerly of Fond du Lac, Wis., has become principal owner of the Paris (Ill.) *Daily Beacon.* The *Daily Beacon* was founded in 1848, and operates a complete commercial printing plant. Mr. Jenison was editor of Fond du Lac (Wis.) *Daily Commonwealth* for twenty seven years and vice-president of the P. B. Haber Printing Company, having immediate charge of the entire plant for the last six years. The P. B. Haber Printing Company and the Fond du Lac *Daily Commonwealth* were sold to the *Reporter* Printing Company in December. Mr. Jenison has been active in the Inland Daily Press Association.

: : *COMMUNITY BUILDING* : :

THERE'S NO PLACE LIKE HOME

THE WASHINGTON NEWSPAPER recently printed this: "PAPER SOLD FOR DAY—After Mrs. M. A. Baker, owner and publisher of the Bickleton *News,* had received a check for the sale of her paper, she found that she wasn't so anxious to leave Bickleton after all. When talking to the purchaser the next day Mrs. Baker found that he showed signs of doubt about his bargain, and handed him back his check."

HE'S AFTER THE CHICKEN THIEVES

FROM THE Jefferson (Wis.) *Banner,* Carl J. Mueller, publisher: "John P. Norton, editor of the Escanaba (Mich.) *Daily Press,* came to Jefferson County to interview Don Smith, Chairman of the Town of Aztalan, and County Agent J. M. Coyner, to find out the plan of organization followed in Jefferson County in the campaign against poultry thieves. Mr. Norton stated that thieving is a serious problem in the vicinity of Escanaba. Mr. Norton learned of Jefferson County activities through the press."

ADVERTISER TALKS TO HIS COMMUNITY

PRINTER'S INK, New York: "Advertising campaigns to consumers are being carried on by thousands of concerns in the United States. Advertising campaigns directed specifically to labor in the plant or to stockholders are not so common. The community, as such, has been almost entirely, left out. By community advertising we usually mean an attempt upon the part of the community to draw within its own borders either a large number of tourists or, as in the case of Atlanta, Port Newark and other communities, a number of new and diversified industries.

"The Pacific Mills, with main offices at Boston, Mass., has just started an advertising campaign which is directed to the community as one of the four factors to which an industry is responsible. It is not community advertising in the usual sense of a campaign to boost a city, but rather a campaign designed to tell the city in which the company makes its headquarters, something about the company's problems and what it proposes to do about them.

"The purpose of this unusual advertising campaign, is, first of all, to reassure the community about the whole textile industry, and particularly the place of the Pacific Mills in that industry. Since a great many citizens are stockholders of the company and others depend upon the mill for their wages, the community becomes worried when it hears talk about things being wrong with the industry.

"An investigation proved that even among its own employees and the people in its own city, the aim and the prospects of the industry and the Pacific Mills itself were never clearly understood. The first advertisement, therefore, which appeared in Boston newspapers was a plain announcement of the determination of the company to tell its story to the public."

JOURNALISM LIBRARY
Not to be taken from this room

National Printer Journalist

Volume 45 Number 2

February 1927

5 cents
er copy
2 a year

pyrighted

STOP! LOOK! LISTEN!

NEWSPAPERMEN and Printing Executives, like others, rightfully strive for power over difficulties, and for evidence of Self equality or superiority : : But those fundamental human desires are played on by the crafty Vultures of Life in every walk, none the less in this field : : Those who "coddle" newspapermen always want something, for nothing if possible : : More Business Sense is the need of the hour.

—JOHN L. MEYER

ublisher:Printer Experience Exchange

Published Monthly by TRADE PRESS PUBLISHING CO., 129-135 Michigan St., Milwaukee, Wis.
Entered as Second Class Matter, Milwaukee, Wis., Jan. 30, 1922, under act of Congress, March 3, 1879.

SCARE-HEADS!

Lose Punch If Not "On the Street" FIRST

News of national or international importance coming in over an association wire — news of such portent that waiting presses are held just a few minutes longer.

Your competitor is getting it, too. Whether you get it on the street first depends upon the comparative efficiency of your mechanical equipment.

* * *

News is the newspaper's greatest commodity — and is reduced in value by each passing minute. News—last minute news—determines reader interest, circulation, coverage—your position in the advertising lineage comparison.

Your sheet will get all the value of the news, if your presses are C-H Controlled. C-H Control gives your pressmen safe, quick control of press acceleration, of speed adjustments and instant stopping from convenient push button stations. Motors are kept in service —breakdowns at inopportune times are prevented—because C-H Control handles press and motors properly in a minimum of time.

There is a C-H Press Control for every type of press in your plant. Tell us the equipment you have and our engineers will make recommendations that will enable your paper to utilize the full value of news.

The C-H Control Panel which is actuated by the master push-button stations controls the double motor drive.

The CUTLER-HAMMER Mfg. Co.

Pioneer Manufacturers of Electric Control Apparatus

1223 St. Paul Avenue MILWAUKEE, WISCONSIN

A HOE Unit type, double octuple super-speed cylinder press of the Scranton Times equipped with C-H Control. Note the convenience of the C-H Push-button stations.

The double motor C-H Press Drive for the press shown at the left.

CUTLER HAMMER

Press Room Efficiency Depends on Electrical Control

National Printer Journalist
(Copyrighted)

SUBSCRIPTION RATES:
In the United States, Canada, Mexico and Cuba, $2.00 per year
Single Copies - - - - 25 cents
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JOHN L. MEYER
Managing Editor
Associated Staff
H. J. LARKIN, E. C. KRATSCH
GEO. A. JUST

Established 1883 as The Printer and Publisher
Published Monthly by TRADE PRESS PUBLISHING CO., 129-135 Michigan St., Milwaukee, Wis.
H. A. APPLE, Publisher and Editor
F. L. GOULSTON, Advertising Manager PAUL C. TREVIRANUS, Business Manager
Branch Offices in Leading Cities:
CHICAGO—L. M. Carroll, 743 Webster Bldg. NEW YORK CITY—C. J. Nuttall, 299 Madison Ave.
DETROIT—D. L. Prouty, 507 Hofman Bldg. ST. LOUIS—C. A. Schulenburg, 509 Security Bldg.

Vol. 45 Milwaukee, Wis., February, 1927 No. 2

Only a Sound Newspaper:Printing BUSINESS, Not Mere BLAH Can Render a Real Public Service

As Publishers Realize This, They are Becoming Professionally Independent :: Here's a Good Story of One Plant that Sees the Light

By JOHN L. MEYER

EVERY newspaper:printing plant going into a new home, so far as I have been able to observe during four years just passed, has put some element of originality before its readers in the endeavor to properly center attention on the enterprise, the growth, prosperity and long vision evidenced by a new, finer newspaper home. Now, : :

As Frank Thayer says so well in his new book "Newspaper Management":

"There was a time in this country when personal journalism was probably the best journalism. But with the increasing cost of mechanical production as well as the increasing cost of gathering news, *business* problems arose and more and more attention had to be given to them . . . If the world could go back to the newspapers of yesterday, it would undoubtedly be dissatisfied . . . *today is being developed the type of newspaper that builds its future on its ability to deliver a high grade product, a product that represents the community . . . the public will leave a shaky newspaper with all the speed with which they will forsake a shaky banking house* . . . The idea that business soils the hands of the publisher is passing . . . the sooner the publisher realizes that he is running a business institution, the more independent he will be, both financially and editorially."

In other words, the newspaper and the printing business is BUSINESS! The "love of the game" is becoming practical and sane.

Of course, there is a difference between sheer "commercialism" and "business." In banking and manufacturing and transportation, as well as in the printing:publishing field.

BUT, the point I am driving at is this. Hundreds of publishers and printing executives *know* they are in *business,* that newspapering, and printing to be successfully done, must have a sound business foundation —that *blah* and *cowtowing* mean absolutely and utterly nothing, even if they feel good.

Publishers know this. *BUT, does the public know that the newspaper:printing executives and investors*

CIRCULATION & ACCOUNTING OFFICES
—SCHENECTADY (N. Y.) UNION STAR—

Only a Dividend-Paying "Business" Can be an "Honest Educator" and a Sound "Moulder of Public Opinion"

— THE SCHENECTADY UNION-STAR TELLS THE WORLD —

know it, and act on it? The public knows a bank or a railroad is a business. It is yet largely blind to the fact that a newspaper and printing plant is just as truly a business—and *that* is *wholly* the fault of the newspaper and printing executives!

UNION-STAR ADVERTISING DEPARTMENT

THE Schenectady (N. Y.) *Union-Star* recently entered a new home, a fine plant. Introducing this to its public the *Union Star* has gone farther and better, *so far as I know,* in using the opportunity to teach its public the most-needed and most important lesson of the times, than any other of the hundreds of newspapers entering new homes these past few years.

A special edition was issued. Read this from its pages:

PEOPLE are willing to acclaim the newspaper as an 'educator' and a 'moulder of public opinion' but few realize how absolute is the necessity that it be first a *BUSINESS.* Only as it is a sound dividend-paying *'business'* can it be a really good newspaper, an *'honest educator'* and an independent *'moulder of public opinion'.* The weak newspaper must bow to the interests who hold its existence in their power. The strong newspaper is master of its own policies.

"The making of a modern daily newspaper is an expensive undertaking, requiring high paid workers and a heavy investment in equipment. Labor and money invested are both worthy of their hire, and quality of service instantly deteriorates when they are not properly rewarded. Hence the necessity of making a newspaper all these fine and altruistic things—and yet a *SOUND BUSINESS.*

"The *Union-Star* is a *BUSINESS*—conducted on sound business principles with rates, certified circulation and other value-estimating facts laid impartially before its customers. Because it is a sound business, it gives you a finely-printed, well-constructed newspaper, served by the two greatest news services, the Associated Press and the United Press, filled with the best of special features, and therefore of greater value to both reader and advertiser.

"There is nothing so expensive as a cheap publication. Advertisers admit its powerlessness, readers deny it their confidence. The *Union-Star* promises and it delivers. It has the prestige of a sound business."

THE NEW home of the Schenectady *Union-Star* is a dandy, and we're going to say something about it; but, the big story about it has been told in the foregoing. It marks another step upward in the newspaper: printing field of America. *"NPJ"* congratulates the *Union-Star* as a publishing pioneer of today.

Its keen insight and courage will make it easier for many others to do the same, needful thing.

CONCERNING the building, the *Union-Star* told its public this:

The building that encases a newspaper is, however, the mere structure. Greater than the building is the spirit which animates the institution. Given a drop of ink, one man may write an immortal ode, and another debasing words. It is so with a newspaper. It is not so much the grandeur of the printing house nor the completeness of the equipment as it is what you do with it, once you have it. Out of this Pandora's box may spring all good or all evil, according to the spirit which directs the utterance.

"Animating this institution, as it did while he was with us, is the spirit of the man who visioned this enterprise, who almost thirty years ago launched its beginnings, who fifteen years ago laid the foundations of its present greatness, and to whose ideals his associates and successors have striven to be true."

The building, 63x100 feet, two stories and basement, is steel and masonry with extra strength girders for heavy machinery. The front is in Onondaga litholite, granite finish. Plate glass windows are set in copper-finish bronze. Along the front cornice are four dates: 1855, the year the *Star* became a daily; 1865, establishment of the daily *Union;* 1911, consolidation, and 1926, the new building.

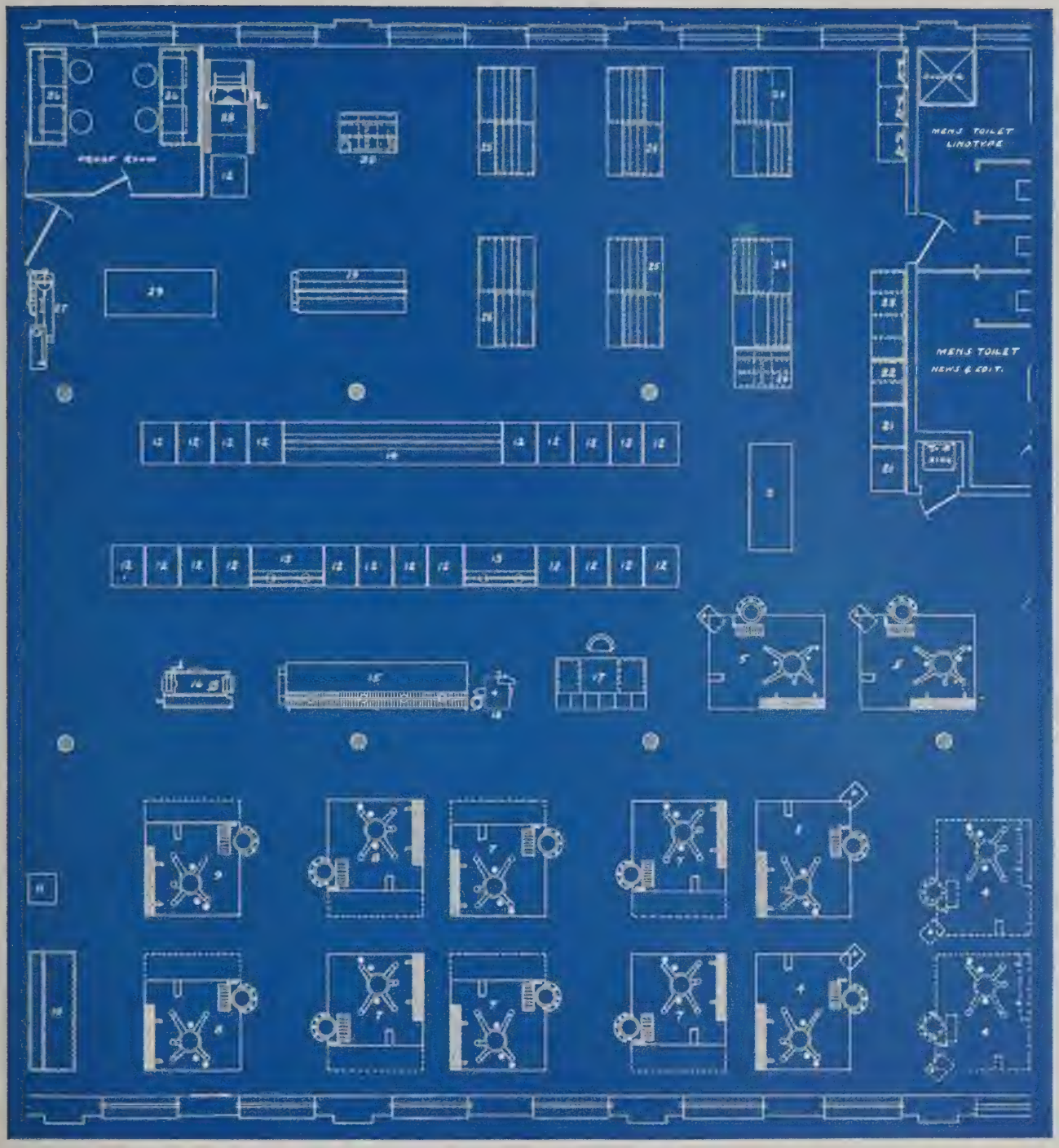
The business departments occupy the street level portion of the main floor 31x60, with a ceiling height of 18 feet. On the right is the accounting department and adjoining that the circulation. On the left are the classified and display advertising departments. The lower portions of the walls are of Caen cement, scored to block stone effect. The columns and beamed ceiling are finished in molded designs. The coloring is ivory, shading lighter upward to white on center ceiling panels. The floors are covered with linotyle in two shades of brown, and are noiseless. The steel counters are Shaw-Walker unit type especially for newspaper use, with continuous fronts and linoleum covered tops.

Several steps up from the public lobby is the mezzanine, with considerable space for telephone exchange and lounge, to the left of which are the offices of the owner, manager, and superintendent of the commercial printing department. Off the mezzanine to the right are doors leading to the retiring rooms, showers, etc. In the rear of these offices are the quarters of the Hoe Press, occupying a space 60 by 70 feet. Here are a variety of presses, cases, cabinets, folder, stitcher.

THE front portion of the second floor, 31 by 63 feet, is occupied by the editorial and news department. Across one end of the room are three glass enclosures, occupied by the editorial writer, the sporting editor, and the womans page editor. The managing editor's desk is in the center of the large news room, with the city editor at his left and the telegraph editor at his right. Adjacent to the editorial department is the sound-proof room for the proof-readers, and the mechanical superintendent's office. The rear portion of the second floor is occupied by the newspaper composing and stereotyping departments.

The new equipment includes specially built chairs for Linotype operators with adjustments.

The Johnson vacuum system of heat control insures uniform temperature throughout the building with minimum fuel consumption. The cellar also has storage space for a carload of coal, also dust-proof compartments for the various electric light and power control



SCHENECTADY (N. Y.) UNION-STAR COMPOSING ROOM

—Layout by Engineering Dept., American Type Founders Co.—

KEY TO LAYOUT

To right of Fig. 3 is entrance to editorial department, and, enclosed, superintendent's desk, next to doorway.

3—*Ad Receiving Table*
4—*Proposed Composing Machines*
5—*Linotypes, Model 14*
6—*Steel Linotype Copy Cabinets*
7—*Linotype, 8*
8—*Linotype, 1*
9—*Linotype, 5*
10—*Machinists' Working Bench*
11—*Drill Press*
12—*Makeup Trucks*
13—*Steel 4-ft. Assembling Tables*
14—*Steel 12-ft. Newspaper Makeup Table*
15—*Steel Dumping Bank*
16—*Wesel Electric Proof Press*
17—*Hamilton Steel Copycutters Desk*
18—*Miller Saw Trimmer*
19—*Steel 6-ft. Ad Makeup Table*
20—*Cut Cost Work Bench, Miller Bench Saw*
21—*Hamilton Single Tier Cut Cabinets*
22—*Cut Cost Cabinets, 968½*
23—*Cut Cost Cabinet, 968*
24—*Steel Type Cabinet, 12030*
25—*Ad-Man Type Cabinets*
26—*Hamilton Proof Readers' Desk*
27—*Elrod Casting Machine*
28—*Vandercook Composing Room Cylinder*
29—*Hamilton Steel Storage Cabinets*
30—*Cut Cost Work Bench, Miller Bench Saw*

NEW HOME of the SCHENECTADY (N. Y.) UNION-STAR

cabinets and plentiful supply storage. The basement, in the rear of the cellar and under the mezzanine, 60 by 87 feet, and 13 feet ceiling height, is occupied by the press room, paper storage, mailing room and distribution to newsboys and newsdealers. The comfort of the newsboys has received careful attention.

The Hoe sextuple stands over a concrete pit on reinforced concrete foundation independent of the building. In the pit are three General Electric motors which operate the press through the Cutler-Hammer system of button controls located at eight points.

THE founder's chair brought to the *Daily Union* office by Senator Charles Stanford soon after he established the paper in 1865, and in continuous use ever since, is on exhibition on the mezzanine.

The wooden ink-well in which was dipped the pen that wrote the first editorial may be seen on the manager's desk.

The present structure is planned for growth. The press room has space for another press of either sextuple or octuple capacity. The composing room has space for twice as many machines.

The mechanical layout of the building is the result of the studies by efficiency engineers of the Mergenthaler Linotype Company, R. Hoe & Co. Inc., and the American Typefounders Company.

The Schenectady *Union-Star* executive personnel includes: C. H. Callahan, president and treasurer; F. R. Champion, vice-president and manager; R. A. Mowers, managing editor; Harry G. Payne, superintendent press room; L. M. Burt, manager job press department; Kenneth H. Perkins, foreman job press composing room; John Whaley, foreman stereotype department; Evan R. Cullings, advertising manager; Charles H. Eddy Co., foreign representatives; Oscar A. Maynard, mechanical superintendent; John T. Henley, circulation manager; George Hughes, foreman ad alley; F. O. Reed, foreman job pressroom. A low labor turn-over is maintained in every department.

WHEN HAS a MAN SPEED in BUSINESS?

LISTEN to what J. G. Frederick has to tell us: "What is speed in a business man? A habit of mind, first of all—or a training of mind, to be exact. Speed is rapid movement away from where you don't want to be to where you want to be. In business it is a swift, straight-line push from things-as-they-are to things-as-you-want-them-to-be. Business considers that man speedy who gets things done while others are merely talking about them. It considers that man audacious but speedy who cuts the red tape obstructions and acts efficaciously even if he is overstepping the cut-and-dried rules. Business considers that man speedy who understands how to make a dicision —*not,* please observe—merely how to look pompously inflated with authority and *announce* his decision —but one who speedily *makes* a decision in the only way that valid decisions can be made—by getting at the facts, ripping away the non-essentials and applying clear-headed common, or business variety of sense to the situation. Few situations, however difficult, are not ready to decide as soon as the facts are in. Business also considers that man speedy who organizes his job and gets other men who know more about it than he does to do the work. But most speedy of all is the man who does the thing which was not thought possible."

TOWN, or PUBLISHER SLOW? A PUZZLE!

Field Manager (in This True Story) Does His Bit, Finds Out, and Helps

By NORMAN J. RADDER
Associate Professor of Journalism, Indiana University
Another "Earn Their Salt" Article for "N. P. J."

THE publisher of the country weekly insisted that he was living in *Slow Town,* with all the merchants belonging to the great tribe of *Advertising is the Bunk.* The field manager of the press association in that state had a different idea. On a swing around the state he asked Mr. Publisher in *Slow Town* "How's business?"

"Same as ever, I tell you, there's just nothing doing in this town." (This is a true story, not any invention.)

"Well, let's just see about that," said the field manager. "Who's an especially hard nut to crack?"

"Oh, there's Pills, the druggist. He hasn't run an ad for nine months. Says everybody knows he sells drugs and, furthermore, he's got the only drug store in town, and they would have to come to him, wouldn't they?"

"All right, we're off to see Pills," said the field manager.

SEEMED SO, BUT WASN'T : : :

PILLS seemed to be all the publisher said he was. But the f. m. started looking for the clue that would net the publisher a nice 2 by 5 for the next issue and that would so effectively show the pulling power of advertising that Mr. Pills would stay in the paper for every week thereafter.

"What are you selling mostly now?" the f. m. inquired after some preliminary fencing.

"Oh, about the same as always. Sold a kodak this morning. Usual stuff—patent medicines, prescriptions, tooth paste, and hand lotion. Sold a couple of bottles of that. Guess it's good for the rough hands they get husking corn."

"Let me write out a little double column ad."

Pills objected, said he wouldn't sell enough to pay for the ad, only the women would buy it, etc.

The field manager said he was going to write something that would sell a couple of dozen bottles. *If it didn't, he promised the ad wouldn't cost Pills anything.* He'd pay for it himself.

BUILDS UP A REAL AD : : :

WHEN the hand-lotion ad came out in the paper, the display lines was set in 24 point.

Over the headline was the cut the field manager picked from the mat service—corn shocks and pumpkins, two columns. The border was narrow and suggested autumn leaves. There was plenty of white space.

NORMAN J. RADDER

AND, the "SLOW" GROCER : : :

THE paper came out Thursday evening and went on the rural routes Friday morning. A few bottles were sold Friday morning, a dozen and a half Friday afternoon, and on Saturday—well, there was a lot of kidding about hands that felt like files and "Reckon this one is more like the edge of a cross-cut saw." Pills took one bottle after another off the shelf, opened some more boxes, and by night he had sold almost six dozen.

Before he left town, the field manager gave the publisher the copy for Pill's ad for next week. It featured kodaks.

In the same issue that carried the hand lotion ad, there appeared an ad for one of the grocers who, according to the publisher, said advertising had never done him any good.

The grocer's ad was converted and converted the grocer just as the hand lotion ad converted the druggist. The grocer's ad was built up on the opening of the buckwheat pancake season. It concentrated on syrup. It was a strong appeal to Old Man Appetite.

"Next week write him an ad on those fancy marshmallow cans I saw on his shelves," said the field manager to the publisher before he left. "I asked him about those cans. He says he'll give away the can with every five pounds of marshmallows. That's all the can holds. It's a pretty can. Tell the folks how good it is for keeping cookies and cake in and for picnic lunches and for sending Christmas presents in. Or use that Christmas present feature for a later ad.

"At any rate," he added, 'here's the main idea about the whole business of advertising. *Advertising can be made interesting just like news.* I read in a trade journal not so long ago that the New York *Times* often gets more advertising than it can print and Louis Wiley, the business manager, says they leave out the advertising that doesn't have any news in it."

A WORTH-WHILE "P. S." : : :

A FEW days later the publisher got a letter from the field manager in which he said: "There is one important thing I forgot to tell you. In fact I think this is so important that I am taking the time now tonight after a hard day's driving to explain it.

"It is this: *Take your own medicine!*

"You have seen what advertising can do for the other fellow. It will do as much for you. The Chicago *Tribune* spends $300,000 for promotion. Probably a third of this is for circulation promotion and two-thirds for advertising.

"Sit down right now and write out some ads for your paper. Count the number of names in this week's issue. That will make one ad. You have a good farm department. Write a third one of your country correspondents, the number you have, how thoroughly they cover the news. By the time these have run it will be near Christmas. Write an ad then suggesting the paper as a Christmas gift for people who have moved away.

"Alternate these ads for circulation with some directed at the advertisers. Write a series on why it pays to advertise when the advertising is done right. You can get some fine ideas out of the advertis-

ing text books at the village library. Quote what Wannamaker, Wrigley, Ford, and other big boys have said about advertising. Above all, pay some attention to the way these ads are set up."

AND, THEY EARN THEIR SALT :

IT is because field managers have done these same things for many publishers, and because they have made good in lessening the evils of price cutting in job work, in getting political advertising, in heading off antagonistic legislation, in helping along consolidations and sales, aiding in making hard collections, in putting in cost systems and bookkeeping systems, and performing other important services, that the field manager idea is spreading so rapidly.

In an article in the November issue of the NATIONAL PRINTER-JOURNALIST the author listed the eleven states which at that time had field managers: California, Washington, Colorado, Kansas, Nebraska, Iowa, Missouri, Minnesota, Michigan, New York, and Pennsylvania. Since then North Carolina has joined the ranks. Others are "on the way."

The field manager can call up a firm, agency or individual who is delinquent and tell him that the Southern California Editorial *Association,* or the Nebraska Press *Association,* or the New York Press *Association,* as the case may be, will take action unless he pays his debt to the newspaper. Ole Buck, field manager of the Nebraska association, collected $1,300 from a defeated candidate for governor and half of a $12,000 debt from a defeated candidate for president.

Difficulties in collecting these political debts, however, were so great that the Nebraska policy now is to *get the cash in advance for all political advertising.* This is also the policy in Kansas, Iowa, Missouri, Minnesota, and California, where field managers have increased the volume of political advertising by making it easy for candidates to advertise. Field managers do the work of placing, checking, and collecting the account. This is done not only for political advertising, but in some cases also for public utility and state fair advertising.

Agencies are turning more and more to field managers when making up their lists.

Closely connected with the work of the field managers in promoting advertising and collecting bad debts is their activity in warning publishers against unreliable advertisers. The field managers find convenient means to make all these services useful, promptly, to each member in every part of their states.

IS INSTALMENT BUYING A MENACE? asks NEWSPAPER

Digs its Way Out of Conflicting Comments to Assist its Readers and its Advertisers

A LOT of newspaper publishers and printing house executives are having no end of problems anent the current agitation for and against "instalment buying." Space advertising, printed matter for mail and other distribution, editorials, and other angles are involved. The Portland (Ore.) *Morning Oregonian* has gone after the facts; it is answering all direct and related questions on the subject with facts. The questionaire method was used to get them.

The *Morning Oregonian* returns show that there has been an increase of 8 per cent in buying on the deferred payment plan during the past two years; meanwhile savings deposits have increased 17 per cent. Some of the questions sent out and replies received, were as follows:

"In your opinion has instalment buying ...	Yes	No
Directly or indirectly increased production and made for general business prosperity?	1,080	131
Come to stay?	1,200	62
Had a tendency to level the summer slump in buying?	804	353
Affected the amount of savings accounts? (It is explained that this question is ambiguously worded and the answer has little significance, as it is not specific as to whether the effect is good or bad. Bankers state that it has had an excellent effect on savings.)	674	555
Led to a dangerous credit situation?	674	622
Materially increased the proportion of purchases of luxuries?	1,238	116
Had the psychological effect of inducing purchasers to "plunge" without sufficient realization of eventual payment?	980	266
Reduced the amount of money available for investment?	784	450
Increased the cost of goods to the consumer?	981	315

THE questions went to 1,500 men in close touch with the credit structure of the whole country. The replies showed that the total volume of instalment buying is used: homes and real estate, 28 per cent; automobile, 35 per cent; radios, jewelry and other non-essentials, 10 per cent; furniture, washing machines, and household equipment, 18 per cent; for clothing, 9 per cent.

The *Oregonian* says that the following may be set down as "safe and sound conclusions of manufacturers, dealers and economists:

"Instalment buying of necessities is sound economic practice and far better than the open account system.

"It is a matter of control and cannot be considered an evil in itself.

"It permits the consumer to benefit by the use of the goods while paying for them.

"It causes the family to adopt a budget and may be the inception of future systematic saving.

"It stimulates thrift, increases consumption and raises the standard of living.

"It is a permanent part of our credit structure and method of distribution.

"It increases the activity of men to keep pace with their buying—which is the basis of prosperity.

"It has not undermined the economic structure of the country by undue inflation of credit.

"By increasing quantity production it decreases the cost of goods to the consumer despite financing charges.

"It has contributed more than any other major factor in the rebuilding of business and the general readjustment that has taken place since the war.

"It has eliminated class feeling and has made it possible for individuals of moderate income to enjoy pleasures and recreations of an educational nature.

"It is a menace when credit is extended injudiciously but this same would hold against the open account system.

"It is a sound practice when the following economic principle is used as a guide:

"The down payment should be great enough to cover selling cost and depreciation up to the time the seller fails to get his first monthly payment, delinquency is definitely established and the merchandise repossessed. Time payments should extend no longer than the salable life of the merchandise."

TO this may be added safety principles outlined by manufacturers and retailers who have used the system for a considerable period of time:

"The down payment should be sufficient to give the purchaser the feeling of ownership. At no time should the unpaid balance be more than the resale value of the goods. Payment should be completed before sufficient time has elapsed to permit the buyer to feel that his purchase is obsolete and credit risks should be selected with reasonable care and prompt payment of instalments should be vigorously insisted upon."

MANY MEN think they are thinking when in truth they are only rearranging their prejudices. — A. W. FELL, *P. N. P. A.*

ADVICE to the LOVELORN PRESS AGENTS, yclept : CULTIVATING THE "FOURTH ESTATE"

FROM *The American Lumberman,* CHICAGO

THERE'S A BIG DIFFERENCE between being on the outside looking in and actually being "in the picture," as the expressive phrase of the day puts it. The other day the big Army and Navy football game was played in Chicago—and it was "some" game. Millions of people read the graphic descriptions in the sporting sections of the newspapers, or got rather more vivid impressions over the radio, while something over one hundred thousand of their fellow citizens occupied seats in the stadium, saw the game with their own eyes, joined in the yelling and had a general good time. In other words, they were there; their reactions to all that went on were immediate and vital, and the event will live in their memories long after the chap who merely read, or listened to, accounts of it has forgotten what it was all about.

THIS illustration, we hope, may serve to help "put across" an idea that the *American Lumberman* has quite frequently had something to say upon; namely, getting "next" to the local newspaper editor, so that he will feel a personal, first-hand interest in you, as a human being as well as a lumberman; in your individual business; and in the whole lumber industry because you are a part of it.

Old stuff, perhaps, but with a new and interesting slant, otherwise this article would not have been written. Nothing drives home a point like a concrete example, and here it is:

THE other day a retail lumber firm down in Auburndale, Fla., gave a dinner and "get-together" party at its establishment for the contractors, carpenters and other building mechanics of the town. They came in force, and in the language of the rural society editor, "a good time was had by all." - - - we do want to call attention to one thing that occurred during the evening, and that is, that the editor of the local newspaper, who was present as an invited guest, was called upon for a brief talk. We do not know how weighty were the remarks he made, but anyway, the invitation to speak made him feel that he was one of the party, and not a mere observer.

Now for the sequel. The next issue of the local newspaper carried on its front page an excellent story of the meeting, written in an intelligent and understanding way that would have been impossible had the editor not been present as a guest - - - The newspaper story gave a lot of valuable publicity to the home building proposition, and put before the public some sound ideas regarding construction that need to be disseminated. Incidentally, too, it referred in a very complimentary though not fulsome way to the lumber firm which was the host. - - -

B. DOWNING, COMMUNITY NEWSPAPER LEADER

State Vice-President of N. E. A. for Great State of California, and of the L. of A. P.

By NORTON JAMES

SUCCEEDING the illustrious Timothy Brownhill of Puente, Calif., who disposed of his newspaper interests after an effective career as publisher and association worker, Miss Bernice C. Downing of Santa Clara, has become State Vice-President of the National Editorial Association for the sovereign state of California. Miss Downing is a printer-journalist of national prestige, and her story illustrates how women are taking a high place in printing-journalism, and the kind and measure of effort that is getting them there.

N. H. Downing of the Santa Clara *Journal,* was a power in the California community newspaper and job field years ago. On his passing, more than twenty years ago, his property went to his twin girls, Bertha G. and Bernice C. They were in their 'teens, just out of boarding school—Miss Downing said the other day, "possessing an intimate knowledge of the correct manner of entering a drawing room, but with no knowledge of world affairs." But, she added, having been born, as it were, in a newspaper, the sisters managed for twenty years to successfully run the plant and business. Then Miss Bertha's death struck into the happy and prosperous venture.

The editorial flag of the *Journal* always carried this: *"B. Downing, Editor and Proprietor."* This fitted the initials of both. They never traded on their sex; indeed, constantly avoided that. Hundreds were surprised to learn, from time to time, that the owner, editor, publisher and manager "B. Downing", consisted of twin girls.

Miss Downing is postmaster of Santa Clara. Her "star" Christmas gift of 1926 was a reappointment to this office after having served four years by appointment of Harding.

Last spring Miss Downing was choosen national vice-president for Northern California of the League of American Penwomen. She is regional representative of the San Jose *Mercury-Herald,* owned and edited by J. O. and E. A. Hayes.

A FLAW IN the CHURCH ADVERTISING of TODAY

THE REV. JAMES E. BELL

CHURCH advertising is now more competitive than co-operative. The churches try to "outtalk" one another, and there is scant indication that the good of all churches is in the forefront of the concern of each. (ED. NOTE: *"There are others!"*)

MISS BERNICE C. DOWNING
State Vice-President, N. E. A. California

NONE can be GREATER

Distinguished Country Editor of Show-Me State Estimates Journalists' Opportunities

By EDGAR WHITE

TO BE in editorial control of the newspaper in a good community means to stand at the threshold of a big opportunity. An opportunity for building, for inspiring, for helping people to a better and happier life. If to any person there is committed a greater responsibility I don't know who it is. There is so much of importance that he can do if he only has the vision to see it. He can make good citizenship the ambition of every boy and girl. He can inspire the men who toil in the fields, the mines and the factories to live up to the full measure of life's opportunities. He can inculcate among the local business men a spirit of enterprise and a willingness to work together that will lift his town out of the rut and make it a good place in which to live.

H. F. CHILDERS, editor and owner of the Troy (Mo.) *Free Press,* was talking to the members of the Northeast Missouri Press Association, on the *"Opportunities of the Press."* Mr. Childers is one of the best known newspaper men in Missouri. His paper ranks high for its interesting material and its excellent typography. It is said that the Troy *Free Press* is the only weekly paper in the state that is printed on a perfecting press. Mr. Childers might have told a great deal about the printing end of the business and office equipment, but he chose to discuss what he said were the *high points of newspaper making.* Following are a few extracts from his talk.

"The country editor . . . in every line of endeavor and in every enterprise calculated to advance the prosperity of his county and the happiness of his people, must be a leader, but he should never get so far ahead of his constituents that they cannot hear when he makes a call for co-operation.

"Improved roads will bring to us in a few years the problem of better schools, and the transportation of pupils to consolidated grade and high schools at public expense. Our towns and smaller cities must keep step with the times or be wiped off the map.

"There is upon us now the problem of fostering the old American spirit of—shall I say—veneration, for the law of the land. Perhaps veneration for law has disappeared from our latter day lexicons, but it shall be a sorry day for our most cherished American institutions and traditions should it ever pass out of the hearts of our people. In this discussion of our more material duties, then, I cannot forget our obligation as country editors to uphold by that weapon, which is mightier than the sword, our love for right over wrong, exemplified

H. F. CHILDERS
Troy (Mo.) Free Press

by a dignified but firm demand that every citizen shall obey and every officer shall enforce every law written into our constitution and our statutes.

THE country editor must be a leader *with* men rather than a leader *of* men if he would see success crown his efforts. He must be fair, but fearless. He must be just to all, merciful toward the erring. Caring not for the applause of the multitude, yet appreciative of the esteem of those in whose friendship he delights, he must meet his daily tasks with the courage that shall nerve him for duty toward men and love for God.

"Opportunities? Yes, on every side. If you have the ability to see them as clearly as you recognize the news with which you fill your paper, you can render a service to your county greater than that of any other calling or profession. The road to success may seem long, the rewards may seem small. The appreciation and gratitude of those whom you serve may seem scant, and criticisms and misunderstandings may often seem unjust. But if you have done your best with the Golden Rule as your guide, there is ample compensation in the personal satisfaction that comes from the faithful discharge of your duty to your fellow man, a life spent in the service of your friends. None can be greater."

LORD NORTHCLIFFE TOLD LUTHER BURBANK

From *Saturday Evening Post*

FOUR years ago Lord Northcliffe, on his trip around the world, stopped early one morning in Victoria, British Columbia, to play a game of golf. A great welcoming committee awaited him on the docks. But it happened to be a foggy morning, and Northcliffe came ashore at six o'clock in the steamer's gig with the pilot. He made for the golf links on foot. I do not play golf, but it was my habit in those days to go for a brisk walk near the ocean early every morning. I passed Northcliffe and immediately recognized him from his pictures. Retracing my steps, I found him on the links looking in vain for a caddy. There being none present, I volunteered. At first he said little; and then he asked me if I knew anything about Japan.

"Yes, sir," I said. "I've studied the subject."

"Watch out for it, young man," he replied.

"For what, sir?" I asked.

"The rising tide of color," he added, and went on: "Canada and America have got to prepare. The next war will come from the Pacific; not now, or for many years, but it's coming."

"What makes you so certain?" I asked again.

"Because the Japanese are the only people on earth who know how to combine work and play," he replied. "They are the most efficient of workers, their health is invariably perfect, and they play as hard as they work."

Northcliffe told me a lot more, but those words I have remembered ever since. He was a most attractive man; his impressive personality was magnetic; his integrity I admired more than that of any present-day journalist.

◈ ◈ ◈

ARE YOU riding along, or helping pull?—DAD MICKEL.

NEWSPAPERMAN Sells SERVICE WHILE Others FAIL "SOLICITING"

A Good Plan For Spring Ad-Work : : :

And, It Can Be Adapted to Fall or Summer Requirements, Too

By O. R. SMITH
of the Milwaukee (Wis.) Journal

FRANK BOOZ, of the Milwaukee (Wis.) *Journal* would object to being called a *solicitor* of advertising. He will not take an ad if he believes the advertiser is only trying to be good to him or the paper. His business, he believes firmly is not to *solicit* advertising, but to *sell the client on what the advertising will do,* and to make it do well! To illustrate:

"Solicitor Jim" enters "Advertiser Mixem's" office. The latter shifts in his chair; he knows what Jim wants. Yes, he *gives* him an ad—Jim is a pretty decent chap and a member of his lodge. Jim goes back to the office with an order. *Has he made a sale?*

Mr. Booz's experience, coupled with extensive and intensive contact with the building trade particularly, led him to form very definite and original ideas as to what constitutes a constructive program for the builder-advertiser.

TAKES HOME FOLKS' VIEW : :

WHEN a prospect wants to build a home, he reasoned, he doesn't buy 2500 concrete blocks, 240 bags of cement, 18,000 bricks, 2000 square feet of roofing. No, he buys a dwelling, something that will shelter him, something that will add to his contentment. His investment means a home! *Why not, then, incorporate in building advertisements this home appeal? Why not make a building material advertisement appeal to the home builder, as well as to architects and contractors?*

Co-operative advertising was a principal point in the plan Mr. Booz hit upon! With the completed home as the hub of his wheel, he set out to sell his clients in the building field the spokes. They said he couldn't do it, that the people weren't ready for it—but he did.

MODEL HOME AND GROUNDS, RESULT OF MODERN ADVERTISING PLAN BUILT BY SALESMANSHIP

Having selected a site in Washington Highlands, one of Milwaukee's (pop. 620,000) most beautiful suburbs, Mr. Booz proposed to erect an ideal home—not a pretentious one—with the people of the metropolis and surrounding territory as spectators. The building was to be of the best possible construction throughout and as nearly fireproof as any home can be made.

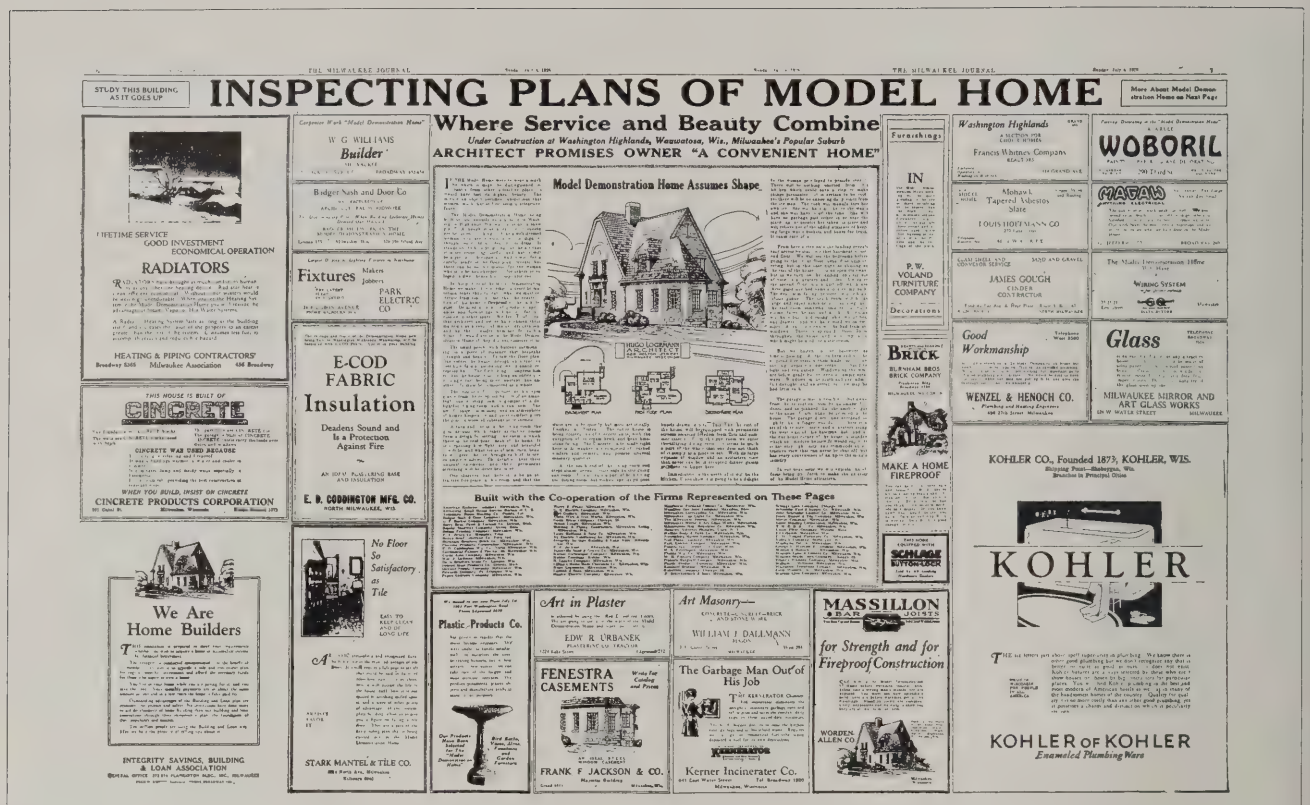
In design, the structure is typical of the modern American home, with a suggestion of the English in its architecture. Materials peculiarly suited were chosen. The plan, throughout, embodies every step- and labor-saving device, for the home is primarily a "servantless" one.

FEATURES OF MODEL HOME : :

JUST inside the front entrance, an attractive reception hall extends a hospitable but dignified greeting, and leads the guest into a cheerful living room that bespeaks all the comfort and refinement of a real home. Then a fascinating sun room, a charming dining room, an all-tiled kitchen, three bedrooms, a bath, three lavatories, an inviting recreation room, a laundry, and a two-car garage beneath the living floor. The kitchen boasts the most modern cooking, refrigerating and cleaning appliances.

The building is located on a steep slope, overlooking a city park. A highly artistic exterior effect has been provided for by the planting of shrubs and evergreens.

From cellar to roof, the walls are of cinder block construction, faced with a veneer of cream brick and gray limestone. Floors and ceilings are equally fireproof, support-



SPECIMEN OF MILWAUKEE JOURNAL DOUBLE-TRUCKS RUNNING FOR TWENTY-SIX CONSECUTIVE SUNDAYS

Editorial Text and Advertising Displays are Changed from Week to Week, with the Main Plan and Arrangement Permanent

ed upon indestructible steel bar joists, sealed above and below with sound-deadening and fireproof insulation, and covered with heavy cement. Over this, the tile floors have been laid. The roof, with its vari-colored asbestos slate covering, is fireproof, too.

NOW, THE NEWSPAPER'S END

THE Milwaukee *Journal* was the medium carrying the message to the public. A "Model Home Section," consisting of a double page, appeared regularly each week in the Sunday editions of the *Journal*. Frequently, a third page was required to take care of the overflow. On these pages were featured advertisements of all those manufacturers and dealers whose products were being used in the construction of the building.

Each advertiser was under contract to use a certain specified amount of advertising regularly until the project was completed.

Space in the "Model Home Section" was restricted to advertisers actively engaged in the building of this home.

Each week, the double page carried a heading across the entire 16½ columns. Uniform in style, the heads each week told of the progress in construction.

Dominating the double page, in a central panel, a photograph of the house or some special feature of its construction was reproduced in half tone, with editorial matter 6½ columns wide by 15 inches deep, treating on the progress of the building, new materials, etc.

FRANK BOOZ
Milwaukee (Wis.) Journal

The style of treatment was as light as possible, aiming to avoid wearisome technicalities. In some instances, advertisers desired elaborate technical reviews, lengthy accounts of scientific tests and the like, but they were shown that such treatment would limit the interest to the professional builder, excluding the home-builder.

Up to January 1, the "Model Home Section" had been featured for thirty consecutive Sundays. When the project is completed, a special tabloid rotogravure section is planned as a climax. Thus far, more than three million full pages of publicity have carried into a majority of Milwaukee homes and those within a one hundred mile radius of the Wisconsin metropolis.

During the weeks of its construction, the demonstration home was visited by thousands of prospective home-builders in quest of information. Floodlights are thrown on the premises at night, attracting the attention of passersby. Upon completion of the building, the owner will hold "open house" for thirty days. During this period, and for six months thereafter, the

public will be invited to make tours of inspection.

SUMMING UP CHIEF RESULTS :

AS A novel venture in advertising, the undertaking has, even at this early date, proved its worth. It has, first of all, demonstrated to the satisfaction of the builder-advertiser in the Milwaukee and Wisconsin territory the many and great advantages of co-operative advertising.

According to Mr. Booz, each of the ninety-two advertisers whose products helped, in some way or other, to make the Model Home complete, has been convinced that this highly concentrated advertising is far more productive for the advertiser than any independent promotional stunt he could attempt. It gives the advertising manufacturer a powerful tie-up that it would not be practical for him to acquire in any other way.

Viewed from the newspaper standpoint, the plan constituted a unique feature serial, for enough zest was injected into the editorial treatment to insure reader interest. At the same time, it brought additional advertising business, much of which could not have been obtained by a less constructive program of advertising.

CONTESTS do PAY

West Virginia Publisher of Three Weeklies Sizes Up Results He Got

By EDWARD D. WOODYARD

FOUR circulation contests on our three weekly newspapers have given us a nice increase in the number of readers. The circulation campaign gives a newspaper quick increases in circulation at a cost usually of 30% of the gross business. The most reliable firms will not take a contest for a newspaper at less than 30%. In our contests we gave away automobiles and cash prizes.

Our most successful contest, which earned a gross sum of about $9,000 was conducted with a Ford and a Buick touring car in 1923, at Spencer. We netted about $4,000 after all prizes and commissions and expenses were paid. We increased our circulation from 2,400 to 4,010. After a year or two had elapsed our circulation dropped to 3,600. We figured that we gained 1,600 and lost 400, netting us 1,200 subscribers.

WHEN we increased our number of readers we jumped our transient rate from 30c a column inch to 50c.

Contrary to our expectations, our advertising lineage increased from 35,576 inches the year before to 62,222 the year after, or a gain in one year of about 85%. We increased the average size of our paper from 10 to 12 pages weekly.

Our competitor, of course, was quick to call attention of the advertisers to the fact that our large circulation was gained by a campaign and that in some instances half a dozen papers were going to one household. We asked any family that was getting more than one paper to have the several subscription payments credited to one. We were able to convince the advertisers that for the most part our circulation gain was bona fide and worth more money. Advertisers have found that they get the results from larger circulation, and there was never much question about the contest means of increasing the number of readers.

During the present year, or three years after our first campaign, we had another campaign in which we gave away three closed cars and a larger number of cash prizes, expecting to do better than on our previous ventures. However, we failed because of the fact that the campaigns were held too closely together. The campaign just closed netted us $1,600, did a gross business of over $7,000 and gained for us 1,100 subscribers. The *Times-Record* now has a sworn paid list of 4,701, and we feel that we can maintain it around 4,500, without undue stimulation.

A CONTEST held at Point Pleasant shortly after a previous contest netted us only $160, but the increase in number of subscribers was of great value to that paper. Advertisers are sold on quantity subscription, and the paper that gets the most advertising will be the one usually with the largest circulation, no matter how it is gained.

We feel that our papers have been greatly benefited by the circulation contests, and the figures prove it beyond a doubt. *A contest will not go well for a paper that is not well established.* It is much easier for the contestants to sell a paper that is popular in a community. Care should be taken not to make the prize list too elaborate, and it seems that the first contest is always the most successful.

EDWARD D. WOODYARD
Spencer (W. Va.) Times-Record

WITH a brother, Henry C., Publisher Woodyard also operates the Point Pleasant *State-Gazette* and the Grantsville *News*. The *Times-Record* carried 71,333 inches of display in 1925 and was breaking this record vigorously at last reports for 1926. In 1920 the paper had 2,200 subscribers, ran 8 pages and got 15 cents an inch; now it has almost 5,000, gets 50 cents, and is close to 100,000 inches. A Duplex 16-page flatbed web press has just been installed. Mr. Woodyard is 30.

PRISON PRINT SHOPS; WHY NOT BANKS, TOO?

A PRINTING plant was recently started in the North Carolina prison at a cost of $8,377, and the manager says he made it pay $148.99 profit the first week. Another field man comes along and asks why they do not start a bank in the prison and handle the state's funds. That may be intended as a joke, because there are more bankers in prison than printers, but the nub of the whole thing is that other states are considering starting print shops to do the state printing. Why not handle the mails of the country with convict labor. That would take care of the postmaster general's worries about making the department handling the mails, make a revenue.—WIL V. TUFFORD.

WORDS will not reduce the size of the traffic stream. Oratory is no successful substitute for bread.—HENRY FORD.

HAVE YOU A TOOL BOARD?

IF NOT, You LOOSE! : : : :

Says a Practical Publisher and Printerman,

PAUL BITTINGER

Vice-President, The Memorial Press, Plymouth, Mass.; Printers and Publishers of the Weekly Old Colony Memorial

PAUL BITTINGER'S OWN TOOL BOARD

This Article Tells How it was Built Up, How it Runs and Operates, and What's the Daily Result

ENTER any printing plant, from the two man shop to that employing hundreds of workers, and the efficiency and quality of the work done in that plant may be quickly and fairly judged by inspecting the method employed to control the small equipment within the plant.

The term *"small equipment"* is applied to those tools which are used in general repair work throughout the plant such as hammers, wrenches, saws, files, box-openers, drills, punches, etc, etc.

That plant in which the location of the various tools is known every moment of the day is a shop in which the orders for printing are completed in the best and most efficient manner and with the least friction between departments.

Employes and employers in printing plants have experienced the exasperation one undergoes when attempting to locate a tool known to be in the shop but which cannot be located except by an individual search.

Were the hours totaled which are consumed in searching for tools, the sum would astonish the majority of printing plant managers, and would quickly gain the attention necessary for correction. Unfortunately this loss of time is not spectacular—rather, it is an insidious element.

The actual loss of time of the individual who is locating the tool is sufficiently large to demand attention without considering the added loss of the individuals who are approached and asked for information concerning the lost tool. This is another large item of overhead which might be profitably employed in productive work.

IN visiting many printing plants, both small and large, the lack of an adequate system for controlling tools was one of my outstanding impressions. Especially true was this in those plants employing from two to fifty employes. Replies to my questions concerning tool control have been made by managers, owners, foreman and superintendents. The replies were many and varied, including the statement that there was no method which was not too costly and which did not require too much time for its operation; that plans had been tried and had proven ineffective, or that the matter of loss was too small an item to be given serious attention. I am not able to agree with any of these opinions.

It is my contention that there is no shop employing over two persons which cannot profitably install a method of tool control. It is also my belief that many plants would install a system of tool control, were a practical method brought to their attention.

To-day a system is in use in our plant which has resulted in an actual saving of equipment, and a surprising betterment in the morale of the shop, resulting from the elimination of the exasperating delays which occured in the days when tools were stored anywhere and anyhow.

As simple as the system proved to be, it is nevertheless 100 percent efficient in its operation; it is fool proof; it requires the minimum of time for its maintenance; it is self operating; it is visible at a glance; it is capable of extension at any time without drastic, or in fact, any changes. Apparently it is an ideal plan for any shop.

Very possibly, the plan is already in use in other plants—the writer lays no claim to originating the idea. This article is written with the sole intention of aiding in the reduction of the small losses in printing plants. If this article succeeds in this it has fulfilled its mission. The plan is as follows:

FIRST—Every tool in the plant which is used for general repair work must be collected and placed in good working order.

SECOND—A tool rack must be established at some point in the shop. The logical location is, of course, as near the tool bench as is possible.

THIRD—Attach a heavy piece of linoleum to the wall, extending vertically to a point where a tall man can easily reach the highest tool on the rack.

Many Good Hours, Big Gobs of Pep, and Loads of Other Valuables Get Lost with Tools that Stray Away

FOURTH—After the tools have been collected at one point they must be classified according to kind and each class of tool apportioned a part of the rack, allowing for additions to the various classes.

FIFTH—When all the tools have been placed on the rack, a printed slip describing each tool is glued under each tool and a small screw hook is screwed into the rack adjacent to each printed slip.

An excellent method for holding the various tools on the rack is to take various sizes of pipe clamps and cut them in half. By attaching each half to the rack, a little shelf is formed which allows any tool to be easily removed from the rack without disturbing the other tools. The space necessary for each tool is, also, much less than for the plan which provides for a slot for tools to be dropped in. The use of a half a pipe clamp (two to a tool) also requires the minimum of exertion to remove or replace tools.

THE photograph accompanying this article is exactly the way a section of the tool rack in use at the *Memorial Press* appears after the day's work has been completed. Notice especially that every tool is accounted for.

At the left lower corner will be noticed a space covered with screw hooks, hanging from which are tags bearing numbers. *This the heart of the tool control system.* Each employe is given a number and a hook on the space mentioned. This number is printed on each of several tags (in our case, three) and on the reverse side of the tag is placed the employe's name. When the employe desires a tool from the rack he removes the tool and on the hook under the tool he hangs one of his numbered tags, thus making it possible at a glance to know every moment of the day where every tool is within the plant, and which employe removed the tool from the rack. The pasted slip under the tool indicates what tool was removed and, as before stated, the tag hanging from the screw hook indicates who last had the tool in his possesion.

This system is entirely self-working. The only attention it requires is once each morning, when the foreman glances at the board to make certain that all the tools are accounted for, before the days work is begun. This system possesses the advantage that it may be *gradually introduced* into the method of the shop.

SINCE this method has been in use by the *Memorial Press* not one tool has been lost; there has been no lost time hunting for missing tools; the morale of the employes has been raised through the elimination of exasperating delays, and the general efficiency of the entire shop has been gratifyingly bettered.

It is the hope of the writer that the readers of the NATIONAL PRINTER-JOURNALIST who do not now operate a system of tool control, do so to their profit and advantage. It is a *paying* plan!

PAUL BITTINGER

Editor of a Successful Newspaper Established 100 Years ago, and Vice-President of a Printing Plant Doing over $100,000 a Year.

MRS. NANCY BRONSON GLAIZE

OKLAHOMANS BACK PLAN FOR BUSINESS COURSE

Sister of E. S. Bronson Offers $10,000 for Journalism Hall at the University

By FAYETTE COPELAND

COINCIDENT with the recent action of the Oklahoma Press Association in backing the movement for a new journalism building at the University of Oklahoma, is the plan of the school of journalism to expand its courses to include more training for students in the business side of newspaper publication.

The press association's action followed the offer of Mrs. Nancy Bronson Glaize to give to the university $10,000 toward the construction of a journalism building to be known as *Bronson Hall* in honor of her brother, the late Edgar S. Bronson who had served for sixteen years as secretary of the association, and who died while President of the U. E. A. The gift is conditional upon appropriation by the state legislature of sufficient funds to complete and equip the building. Mr. Bronson had made a similar offer in 1923, and the bill was passed by the legislature, only to be vetoed by the governor.

At the close of the midwinter meeting of the association in Oklahoma City, January 15, a committee of eleven editors was appointed to work for passage of the bill. This committee includes H. G. Spaulding, president of the association, N. A. Nichols, secretary, and Clyde E. Muchmore of Ponca City, W. K. Leaterock of Perry, Jim Biggerstaff of Wagoner, Hutton Bellah of Altus, W. R. Martineu of Oklahoma City, H. M. Woods of El Reno, Robert Kidd of Poteau, H. P. Wettengel of Fletcher and Luther Harrison of Oklahoma City.

ANSWER 4 QUERIES AND Think FIRST

Then You'll Sell Printing Right And Profitably, Says This Buyer

By VERNE BURNETT

DISCUSSIONS on typography, merchandising, sales helps, copy and illustrations are always of immediate interest. They are concrete and tangible. But there are other subjects fully as important, even though not so definite.

I refer to *the work which should precede even the rough layout of printed matter.* Also, *following up the results of printed matter* after it has been produced.

Of course, the greatest force behind any form of advertising is *thought.* The technique, the physical appearance, the production, *all* are very vital.

I think printers can be of great help to the advertiser by helping him *to think,* and *to prove* as far as possible the effectiveness of the printing.

In "rush jobs" there is probably the greatest need for cool-headedness on the part of the printer. Here is where the proverbial "horse sense" is most required.

THE advertising buyer and the printer are partners in crime if the printing job is bungled. They share the glory if the printing job is well planned and executed.

A friend of mine has charge of the advertising for a large real estate concern. He had been trained to get out beautiful literature for a high quality product, and he started out by weaving atmosphere around real estate that was to sell for very low prices and long terms, primarily for factory employees. Sales did not pick up. Finally he and the printer realized that they were not using the right appeals. Their prospective buyers wanted bargains and cared little for the frills. By using a more appropriate idea in both direct mail and newspaper advertising, the advertising helped achieve a great sales success—cheaper paper, big type, cartoons, display of low "down" payments, etc.

A large automobile company was very proud of its coach work. The sales and advertising executives wanted a booklet printed which would give the true impression of the quality used in the building of its bodies. The printers were called in for consultation. A research man spent days at the public library getting the history of coach building. The printer scoured the country for the finest artist for this particular kind of work. More than a year was spent before the final proofs were submitted to the president and sales manager for O. K. The idea behind the booklet was so carefully worked out in art, copy and type, that it met with tremendous approval with the automobile organization, and with the public as well. This is perhaps an ideal example of advance thinking, with the printer and advertising buyer co-operating.

A large western company wanted to get out a salesman's manual. The book was more than 200 pages, with an average of more than one picture per page. There was a very small amount of time for preparing this huge piece of work. The sales executive and his assistants took off their coats and the printer and his contact men did the same. They were locked up in conference for many hours, getting along with a minimum of sleep until the preparation was complete. The printers kept their feet on the ground all of the time and offered sound and constructive criticism throughout the ordeal. They might easily have acted excited and harassed, but like good golfers they did not press at the job. In spite of the terrific pressure, a splendid job was turned out. The size of printing order was more than doubled at the last moment, but the manual was so popular that the whole supply vanished instantly among the dealers and salesmen.

THERE is another way that the printer can help an advertising buyer. We are told that well-to-do Chinese families keep a physician on their regular payroll as long as the health of the family is good. But the moment a member of the family becomes sick, the doctor ceases to get any pay until good health is restored.

Some advertisers are inclined to wait until they work themselves into a sickly business condition, when they have to send a rush call for printers and agency men.

So, I believe that printers should keep in touch with the needs of their principal clients and *suggest remedies in advance.*

An automobile company was beginning to feel the effect of the used car problem. A large printer, sensing this situation, independently worked out a tentative program for

HOMER B. CLEMONS

Advertising Manager, Blue Island (Ill.) Sun-Standard (daily)

THE wise newspaper and advertising man (declares Mr. Clemons) can do his advertisers a great service by popularizing advertising with the readers; by campaigning to get both merchant and reader to reach a clearer understanding as to the economy of advertising. Thus the *Sun-Standard,* first, advertises its own business in its own columns; and, frequently runs editorials and news on the practical values of advertising, and constantly reiterates the message in its display columns.

—From a Publication of the Hodgman Rubber Co., Framingham, Mass.—

Successes and Failures (in This Article) Prove Up Principles on Which Printers SERVE Customers

VERNE BURNETT

Secretary, Advertising Committee, General Motors Corporation

direct-by-mail advertising. One day, an S. O. S. was sent by the manufacturer to the printer. The manufacturer wanted a printing campaign at once regarding used cars. That very day a suggested series of booklets was submitted.

A client was producing a good product but was hampered by lack of dealers. The printer got the facts from the sales department, and wove together a splendid plan. Bright and early one morning, this plan was submitted to the executives of the manufacturing concern, who accepted the program.

MOST printers and most advertising buyers seem to think that the printing job is done when the literature is delivered and distributed. Careful surveys should be made to see that the distribution was well handled. Some effort should be made to determine whether prospects read and appreciated the messages. While this sort of thing may seem impossible or impracticable, it has been done. Some advertisers are fortunate in having direct replies as a check on the effectiveness of their campaign.

If you ask enough people what is good or bad about your stuff, you eventually will find some who will tell you the truth. You can appear to prove almost anything by a survey. But if you really wish to get the facts you will be likely to get the truth even if it hurts.

A certain dealer organization was greatly in favor of newspaper advertising. The factory was paying for a direct mail campaign. Representatives of the factory called on the dealers and offered to cut out the literature campaign and spend the same amount of money to increase the dealers' newspaper advertising. This was a real test to find out whether the dealers were really getting some good from the printed matter. It is a test which might not be fair in some cases. In this particular case a majority of the dealers really preferred to have the printing campaign proceed even though their form of advertising would not be increased.

THERE are many kinds of advertising today competing with each other for a place on the advertiser's budget: Newspaper, magazine, printing, outdoor, novelties, motion picture, street car and bus cards, and stunts. There are successful businesses which use but very little advertising. So the men who are behind the big business concerns today naturally are curious as to how they can get the most for their money in advertising. And, for instance, if they think they can get greater results by using outdoor advertising than by using printed matter, their tendency will be in that direction.

National advertisers have been impressed by the constructive co-operative work being done by the newspapers to show that newspaper advertising is *effective*. A similar effort is being made by publishers of magazines. The outdoor advertising fraternity in the past year has become much better organized and is gathering data to show that painted bulletins and billboards produce great results.

The printing fraternity probably can show advertisers more and more each year the answers to such questions as these:

How much reading matter, including newspapers, magazines, and direct-by-mail advertising, go into the various kinds of homes in different sizes of cities, and in different sections of the country? There are only a certain number of hours every day for the family of today to spend in reading. It is important for us to know how much time the various members of the family spend in reading the various forms of reading matter.

What kinds of printed matter are thrown immediately into the wastebasket without even being thumbed over?

What forms of printed matter will be preserved long enough to be looked over?

How good must a piece of literature be for the prospect to save it for any length of time?

These are just a few of the questions that a thoughtful advertiser is likely to ask himself today. The printing fraternity could be of great help in getting the correct answers to these and other questions.

ARE YOU LETTING YOUR SHOE DEALERS "STAY THAT WAY" : ?

FROM Boston (Mass.) Boot & Shoe Recorder: "Much so-called advertising is not advertising at all. It is simply 'spending money for advertising space.' The merchant buys a certain amount of space and fills it with copy dashed off on the spur of the moment. He has no plan, no program. He waits until the printer clamors for copy and then rushes out something in a moment's time and tells the newspaper man to 'run that.' Oftentimes he will pick out a mat, supplied by his manufacturer and hand it to the printer. The copy may be wholly unfitted to the time and occasion. But it fills up the space contracted for and the merchant is satisfied until the day arrives when he finds that his advertising does not pay.'"

"Few merchants would buy shoes in that slip shod manner."

ACCOUNTING THAT TELLS the WORTH-WHILE

ACCOUNTING that reveals only what a product costs is doing only about a tenth of what it ought to do. A cost system properly designed and properly operated ought to—

1—Help get new business;
2—Control expenses;
3—Measure factory efficiency;
4—Point the way to improved factory methods;
5—Help manage labor;
6—Determine the desirability of new equipment;
7—Guide the designing department;
8—Determine what the factory should make;
9—Guide the purchasing department in its buying—W. R. Basset, in *Business*.

SOME Lil' BROTHER is CLASSIFIED!

Acorns from Which Tall Oaks Grow are Amateurs Alongside "Want-Ads" Seed

By FRANK McCABE

THREE of the most fascinating books a newspaper man can read, in my opinion, are, *Americanization,* by Edward Bok, another is *The Man From Maine,* and the other, *Twice Thirty.* In *Twice Thirty,* there is a most remarkable statement. The author says that as an editor he had a dual personality. There was Edward Bok, the idealist, and Edward Bok, the realist. And he tells how Edward Bok, the idealist, believed a newspaper should only print the things which were good for the readers, whether he approved of them or not, but Edward Bok the realist believed that a newspaper should only print the things the readers wanted, regardless of their value, and those two forces came into severe conflict. When he was editor of the *Home Journal* he engaged Rudyard Kipling to write a series of articles for the Journal. After the first appeared, he received letters of protest, and Edward Bok, the idealist, prevailed and kept on printing the articles. At the end of six months, 86,000 subscribers to the *Home Journal* cancelled, and then Edward Bok, the realist, came into play and stopped printing the articles.

FUNDAMENTALS FOR ALL : : :

THERE may be certain fundamentals applying to classified in every city in the Union.

A great nation needs a well organized and equipped army and navy, so a modern newspaper needs a large volume of classified and display advertising to meet the demand of its readers.

It is folly for anybody to assume that there is not reading value to advertising.

The value of classified, to the publisher, is obvious. Not only is it free from the competition of magazines and weekly publications but *the local appeal inherent in the classified ad takes the newspaper of one city from the competition of the newspaper of another city.*

An exceptionally valuable feature of classified is that it is largely a cash transaction.

Typographical errors in classified ads are less costly to adjust than in display.

Classified protects and stabilizes newspaper circulation. I will just show you how the *World,* for example, in New York, sells its circulation.

THEY GET CIRCULATION : : :

NOT long ago one of our editors was uptown about twelve at night. He saw about eighty or ninety men gathered around a newspaper stand at a corner, and it told him something out of the ordinary was going on. He went over and asked what the crowd wanted, and they were waiting for copies of the *World* so they could go and get jobs.

The tabloids have not adversely affected the circulation nor volume of advertising of newspapers that carry any quantity of classified advertising.

Paradoxial as it may seem, each time the *World,* the *Times* and the *Sun* have raised their advertising rates, their volume of advertising has also increased. *It is a mistake to assume that a low price is conducive to business.* If you have a certain rate for your medium, advertisers will pay it, because they want results. If you haven't a good opinion of your own publication, don't expect others to have it, either.

The readers of the classified apparently are loyal to the newspapers of their own cities.

Display can be switched more readily than classified from one newspaper to another.

Advertising oftentimes originates in the classified columns that eventually develops into and considerably augments the display advertising.

LITTLE ACORNS; TALL TREES

YEARS ago comparatively little advertising was printed in the New York newspapers between Decoration Day and Labor Day. It was the dull advertising period. Newspapers were reduced in size during the summer; compositors, editors, reporters and others were laid off so as to reduce operating expenses.

As an experiment, to encourage summer advertising, newspapers made an effort to develop resort advertising.

The railroad, steamship and steam boat interests were quick to advertise and bid for tourists and vacationists. The department stores responded by advertising the goods vacationists needed. Those selling sporting goods, trunks, bags, traveling bags, notions, etc., began to advertise, all of which has resulted in the vast amount of display and classified now being printed.

I heard the president of the Canadian Railways say that the Canadian Railroads are now spending $4,000,000 a year in advertising to induce vacationists to travel over their lines. That is *one* feature where the classified has served as a preparatory school to increase display advertising.

RADIO ADVERTISING, TOO : : :

THE present radio advertising had its origin in a few classified radio advertisements. It was the New York *News* that first printed radio ads, I think. I appropriated the idea, and got a few for the

FRANK McCABE
Manager Classified Advertising
New York (N. Y.) World

STAND STILL : : : : AND DECAY

By JEROME P. FLEISHMAN

IF you aren't making progress, you're making room for somebody who will.

There really is no such thing as standing still any more than there is such a thing as perpetual motion.

We become satisfied with what we've done and fool ourselves into believing that we can safely rest on our oars.

That's when the fellows in the other boats spit on their hands and prepare to give us the glad go-by.

The minute you begin to drift in this sea called Life, you're headed down stream.

Page-for-Page the Classified has the Largest Earning Capacity, Present AND Future, in Whole Newspaper

— PROVES MCCABE, OF THE NEW YORK WORLD —

World. I induced the editorial department to devote a little space to radio programs. The *Globe* enlarged the idea, and issued a special radio section. It printed station programs in full. The radio section was a success from the start.

When the *Globe* consolidated with the *Sun* the radio section was improved and the *Sun's* radio advertising now is worth at least $500,000 a year.

These are practical illustrations of how the classified advertising has been instrumental in adding to the volume of display advertising.

To secure classified advertising from the occasional advertiser, newspapers must create an atmosphere favorable to advertising. Office ads, fillers and testimonials are very useful. Joseph Pulitzer, who owned the St. Louis *Post-Dispatch* and the *World* considered that the front page was the most valuable to advertise the advertising of the *World.* He paid a man a hundred dollars a week to write to short ads Sunday and daily.

With classified managers, results are *necessary.* Classified advertisers know definitely whether they are getting results, and they will tell others. It is wonderful the good will that classified advertisers promote. That is why practically the entire business is confined to one or two newspapers in each city, and those are the most powerful newspapers in the city.

Examine the advertising columns of the most influential and popular papers in all leading American cities, and see if they do not carry more classified advertising than their competitors.

HELPS BIG BROTHER PULL : : :

TO show how the classified ads sometimes materially assist the pulling power of large display advertisements, let me mention the following incident: On one occasion in making up the *Sunday World* want ad section, we had four columns more of situation wanted ads than space for them. The four columns were printed in the main news next to a four-column clothing store advertisement. The office solicitor who had handled the clothing store advertisement raved around like a wild man. He was afraid to go near the clothing store proprietor.

The clothing store proprietor called him on the 'phone on Thursday and among the things he said was "that wonderful position you gave me brought the most wonderful results. I want the same position next Sunday for another advertisement of the same size."

Another interesting feature regarding classified is that many advertisers will not advertise in more than one newspaper. This is particularly true of certain industrial groups. By confining their advertisements to one newspaper they are saving the money that additional advertising ordinarily requires.

CHEAPER TO HANDLE : : : :

IN our office, some days the ads that appear more than one time run as high as sixty per cent. The average for the year is fifty-two per cent. These advertisements appear twice, sometimes three times, but you can see there is only one composition cost and the publisher is getting payment for three or four different ads.

Take the big department stores. Their advertisements are ripped apart after being used one time.

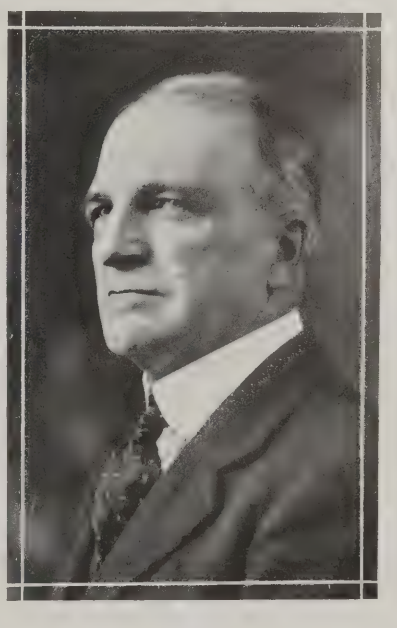
Another advantage is that the cost per page is less than display. There are no wait orders, and no type is set for ads that are not published. There is no waste in composition, as is the case with the large display advertisements that have to be remade and reset many times over.

Page for page the classified has a larger earning capacity than the display for there is no reading matter or extraneous matter on the classified pages. They are set solid and represent nothing but revenue.

The papers that have carried a great bulk of classified are absolutely immune; they are invulnerable to attack. You find that experience in some of the newspapers that put advertisements in other newspapers. The *Times* may advertise in the *World* and the *World* in the *Times,* but they have not succeeded in taking away circulation from the paper that carries this great bulk of classified.

EDWARD B. ODDY
Woonsocket (S. D.) News

TWO dollars a week as an apprentice, eighteen years ago, was the start of the president of the South Dakota Press Association—on the paper he now heads. He leased it after three years and bought it after another four years. He was the first South Dakota vice-president of the N. E. A.



H. G. SPAULDING

THE president of the Oklahoma Press association, acquired the *News* with H. T. Nisbett in 1919. Changing the paper at once from the *News-Herald,* evening, to a morning issue, immediate steps were taken to cover the rural districts and villages and now more than 2500 subscribers in the county outside of Shawnee are being served. A circulation of over 8,000 copies is maintained. Mr. Spaulding is a *Sigma Delta Chi.*

National *Send An Idea*

PUBLISHER-PRINTER ROUND TABLE

Supervised by JOHN L. MEYER

THE BOSS'S SALARY

Pioneer Association Builder and Proponent of Real Business Methods in Community Newspaper:Printing Plants, Comments on Recent "NPJ Symposium"

By W. H. BRIDGMAN

Publisher Stanley (Wis.) Republican
In the "N. E. A. Bulletin" and "W. P. A. Howler"

A SO-CALLED symposium on the question as to whether or not the owner and publisher of a newspaper should be carried on the pay roll of his business appeared in a recent issue of a well known trade journal. (ED. NOTE—In the December issue of NATIONAL PRINTER JOURNALIST.) This impresses me as a flagrant waste of space on a very good quality enamelled book paper to say nothing of the cost of postage to mail it. It is akin to arguing whether or not we shall eat breakfast in the morning or wear socks in the summer time.

But this symposium revealed an amazing situation in the newspaper business, assuming that the contributions to this symposium were from representative men of the profession. One contributor thought his salary should be on the basis of a dollar for each subscriber and another that it should be 25 per cent, higher than the highest paid employee. It doesn't appear from what processes of logic these and other similar conclusions were arrived at. Another contributor does not find it necessary to have his name on the roll but presumably dips into the till when he needs money, provided there's money in the till. Or, perhaps, he has an income from another source and publishing a newspaper is only a diversion.

READING over the entire lot of contributions, it is easy to see what is the matter with the printing business, assuming that the symposium is a fair cross section of the mentality of the profession of the country. I prefer to believe that it is not.

In Wisconsin printing and publishing plants, operated under the cost system, the boss, editor or publisher has his name on the pay roll and he receives his check every Saturday, the same as any other employee of the plant and quite generally it is respectable in size. And he doesn't worry about robbing the business, for the amount of that check has been included in the operating costs of the plant for the current period and each hour of time sold in any department of the plant carries a part of it. At the end of the month, the boss's time has been sold along with that of all the other employees and he is entitled to collect his pay for it. If the time of the plant has been sold at what the monthly summary shows it is costing, then the boss's salary money is ready for him.

This has a wholesome effect on the morale of the crew. The other workers in the plant like to know what the boss considers himself worth and they like to see him keep within his salary limits. The cashier likes to work to a definite objective, to build up a surplus if possible and have a healthy balance in the bank. It is disheartening to the front office people to have the boss dipping into the cash every time there is a little surplus.

At the end of the year, with bills all paid, the depreciation and interest funds provided for and money remains, then it is that the owner or owners of the business should decide what returns they can take on their investment.

(THE symposium to which Mr. Bridgman refers in the foregoing was published in the December 1926 issue of *"NPJ"*, under the heading, *"Profit is Not Salary, and Salary is Not Profit"*. It consisted of the replies of publishers in various parts of the United States and Canada, to a questionaire from this office as to whether or not the publishers were paying themselves a regular salary, how they arrived at the amount, and what are various useful ways for settling the matter. The names receiving the questionaire were chosen at random from the "NPJ" circulation lists—*J.L.M.*)

The MEN WHO WILL

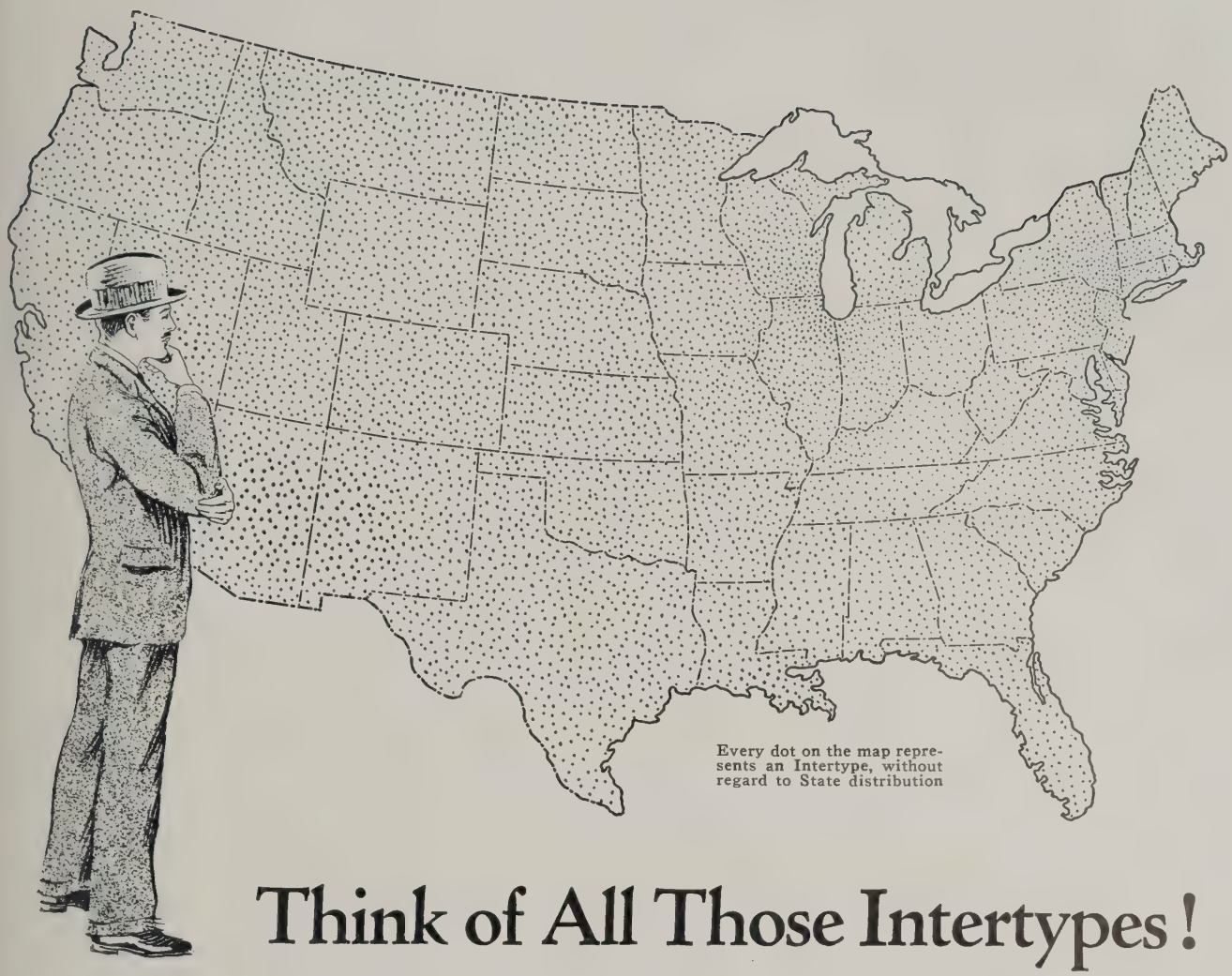
THE men who, ten or twenty years from now, will be the envy of the rest of us, are this minute beating their way through the brambles of the world's indifference. They are not doing much, but they are doing something, making a little progress each day. Out of the experience they are gaining they will some day do the perfect or near-perfect thing, and thus command the world's admiration.

—WILLIAM FEATHER,
Imperial Type Metal Magazine.

ASSOCIATION PROGRESS

ADVERTISING PROGRESS CONTEST

THE N. E. A. BULLETIN, President Roe's Page, says: "In the announcement of Better Newspaper contests to be held under N. E. A. auspices in 1927 made in the December *Bulletin* the Advertising Progress contest for the Bonnet-Brown trophy was not listed. This contest was held for the first time in 1926, when announcement of the conditions governing it were made late in the spring. Despite this fact, there were several entries in the contest and a study of these gave evidence of the fact that such a contest will provide an incentive to produce more effective advertising as well as



Think of All Those Intertypes!

.....Every dot on the map shown above represents an Intertype Composing Machine now in use. Wherever you happen to be, there is probably an Intertype just around the corner.*

You can, therefore, easily find out what *users* think of Intertypes, and we urge you to do so before you buy a composing machine of any kind.

Doesn't it occur to you, as you now look at the map, that the Intertype *must have very valuable features,* to attract so many buyers?

Find out what these features are! Write for Intertype literature! Ask your foreman or machinist to inquire about Intertype mechanical details!

*A list of Intertype users in your vicinity will be sent on request by any Intertype office

Standardized INTERTYPE

INVESTIGATE THE INTERTYPE

INTERTYPE CORPORATION: *New York* 1440 Broadway; *Chicago* 130 N. Franklin Street; *Memphis* McCall Bldg.; *San Francisco* 560 Howard Street; *Los Angeles* 1240 South Main Street; *Boston* 80 Federal Street. *London; Berlin*

"N.P.J." ROUND TABLE
(CONTINUED)

an increase in linage. As a result of last year's experience the rules have been revised, with a reduction in the number of points allowed for the factor of increase in advertising linage and the judges, in considering this factor, will be asked to take into account the field in which the newspaper is published and also continuity of ownership. The Bonnet-Brown trophy is an unusually beautiful silver cup standing three feet high. It is mounted with a figure of 'Victory'."

Association Elections

PACIFIC NORTHWEST NEWSPAPER ASSOCIATION—President, J. F. Young, Spokane (Wash.) *Spokesman-Review*; vice-president, F. J. Burd, Vancouver (B. C.) *Province*; treasurer, S. R. Winch, Portland (Ore.) *Journal.*

UPPER ARKANSAS VALLEY DISTRICT ASSOCIATION—President, Lynn Smith, Florence *Daily Citizen*; vice-president, J. Leo Sterling, Canon City *Record*; secretary, James Milota, Florence *Paradox.*

TEXAS DAILY PRESS LEAGUE—President and Treasurer, S. W. Papert, Dallas; vice-president, D. W. Stevick, Texarkana *Gazette*; secretary, Lowry Martin, Corsican *Sun*; chairman of the board, J. L. Greer, Denison *Herald.*

ASSOCIATED DAILIES OF FLORIDA—President, Clayton C. Codrington, De Land *News*; vice-president, Herbert Felkel, St. Augustine *Record*; secretary, John C. Lochner, Clermont (Fla.) *Newspaper News*; treasurer, Frank Beddow, Jacksonville *Journal.*

TEXAS EDITORIAL ASSOCIATION—President, George H. Boynton, Sherman (Tex.) *Chronical*; assistant president, Arthur Lefevre, Houston; vice-presidents, Ben F. Harrigel, LaGrange, and Austin Callan, Houston; corresponding secretary, Dabney White, Tyler. Honorary president for life, Col. Frank Holland, Dallas; recording secretary for life, Hamp Cook, Houston.

REDWOOD COUNTY (MINN.) PRESS ASSOCIATION—President, John Peterson, Belview *Independent;* vice-president, J. B. Deitz, Wabasso *Standard*; secretary, Mrs. M. Wilson, Redwood *Gazette.*

KENTUCKY PRESS ASSOCIATION—President, Malcolm Bayley, Louisville *Courier-Journal*; vice-president, B. B. Cozine, Shelbyville *News*; secretary, J. Curtis Alcock, Danville *Messenger.*

AMERICAN SOCIETY OF NEWSPAPER EDITORS—President, E. P. Hopwood, Cleveland (O.) *Plaindealer*; vice-president, George E. Miller, Detroit (Mich.) *News*; treasurer, E. S. Beck, Chicago (Ill.) *Tribune*; secretary, Marvin H. Creager, Milwaukee (Wis.) *Journal.*

RICE COUNTY (MINN.) PUBLISHERS' ASSOCIATION—President, Herman Roe, Northfield *News;* (president N. E. A.); vice-president, Mrs. Howard Bratton, Fairbault *News*; secretary-treasurer, E. D. Roth, Fairibault *Journal.*

COLORADO EDITORIAL ASSOCIATION—President, R. J. Ball, Loveland *Reporter;* vice-president, A. W. Quin, Alamosa *Journal*; secretary and field manager, Ed A. Bemis, Littleton *Independent*; treasurer, R. L. Gorrell, Arvada *Enterprise.* DAILY NEWSPAPERS DIVISION—President, Fred M. Betts, Lamar *News*; secretary, P. R. McDowell, Sterling *Advocate.*

NEW HAMPSHIRE PRESS ASSOCIATION—President A. G. Hazeltine, Woodsville *Times*; vice-president, J. H. Houlihan, Berlin *Reporter*; secretary, A. B. Rotch, Milford *Cabinet*; treasurer, R. J. McLean, Plymouth *Record.*

VERMONT PRESS ASSOCIATION—President Frank Hunt, Newport *Express & Standard;* secretary-treasurer, Mary E. Priest, Randolph *Herald & News.*

INSTRUCTOR IN TYPOGRAPHY AT C. I. T.

WALTER B. GRESS, formerly director of printing at Princeton University, has been appointed instructor in typography in the Department of Printing at Carnegie Institute of Technology. After serving his apprenticeship in Easton, Pa., his native city, he enlisted in the army and served three years in Cuba and Porto Rico. Through publicity gained from his activity in typographical competition while with Marchbanks in New York he became art director of the *Women's Home Companion.* Several years later he was associated with the American Book Company as director of printing and as quality man with the R. R. Donnelley and Sons in Chicago. During the World War, Gress served as a first lieutenant of infantry remaining in the military service until 1919. After the war he was connected with the Lanston Monotype Company in Boston and with the Snow Press of Springfield, Mass. In 1923 he was named superintendent of the Princeton University Press and a year ago was made director of printing.

A WORD to the WISE : : : :

FRONT Cover, *National Laundry Journal,* New York, November 15, 1926: ***"Publicity is Needed***: Based on the amount of invested capital and resources, it is claimed that the American power laundry industry is twelfth on the list of the country's important industrial enterprises. An analysis shows that it is in actual receipt of less than twenty per cent of the volume of business available. The situation revealed must remain unchanged until a nation-wide policy of publicity is inaugurated . ."

SECRETARY MONTANA PRESS ASSOCIATION

H. STANLEY THURSTON, publisher of the Stanford (Mont.) *Judith Basin County Press*, has been named secretary-treasurer of the Montana State Press Association, succeeding the late S. E. Peterson. Mr. Thurston has done much to further the building of the Montana association.

COLORADO ASSOCIATION PROGRESSIVE

THIS EDITOR was the guest of the Colorado Press Association at Denver, Jan. 15, and revelled in the breezy and spirited sessions. *"N.P.J."* secured a number of splendid leads in Colorado for good experience articles, which will appear later. The Colorado folks have come through 100 per cent for the field manager's plan, a fine and deserved testimonial to the work of Ed A. Bemis, their secretary and the president of the national body of field managers. Ole Buck, of the Nebraska Association, and one of the real fathers of the field manager plan, if not the "forefather", was one of the speakers, as was the writer of this. Again, "more later!"

MORE HONORS FOR OMAR GRAY

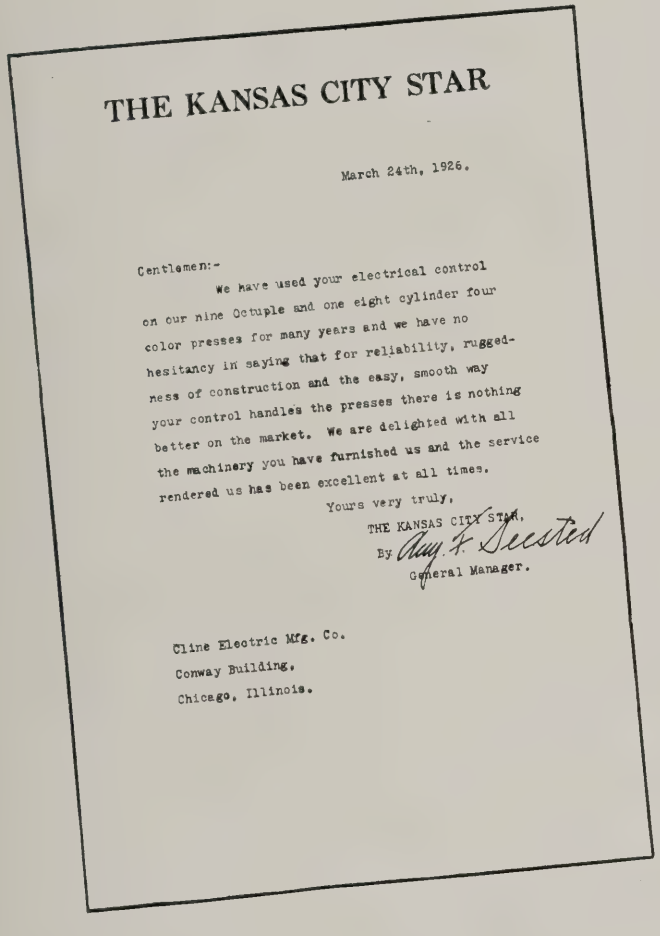
EDGAR WHITE, Macon (Mo.) *Republican*: "At the Northeast Missouri Press Association Banquet as Shelbyville, Jan. 21, Omar D. Gray, editor of the Sturgeon *Leader,* made such a clever talk that he was unanimously chosen president for the ensuing year. Mr. Gray's subject was his trip to Europe last fall to attend the Press Congress of the World at Geneva. He said the main thing in making a journey like that was to get hold of the money. As a starter, Mr. Gray said, he disposed of a car he had that would go four miles on four thousand gallons or something like that, he didn't have the figures right at hand, and some calves and chickens and things and he finally got together enough money for Mrs. Gray and himself to make the journey. It was worth all the sacrifice, Mr. Gray said, because when they reached the port at France the word had gone out ahead that Gray and all his companions were millionaires and wherever they went people crowded about to look at them and to shake hands.

"Mr. Gray related one incident of his visit to a French newspaper office. The paper was *Le Matin,* one of the leading journals of France. The staff received the Missourians with charming French hospitality. This was evidenced by opening up 52 bottles of excellent champagne for the 36 guests. With most of them champagne was an unusual drink, and Gray said he felt like he was walking on air. From the editorial rooms the party was invited down below to where the great presses were whirling off the tremendous edition

~"There is nothing better *on the market*"

says

THE KANSAS CITY STAR.



THE KANSAS CITY STAR

March 24th, 1926.

Gentlemen:-

We have used your electrical control on our nine Octuple and one eight cylinder four color presses for many years and we have no hesitancy in saying that for reliability, ruggedness of construction and the easy, smooth way your control handles the presses there is nothing better on the market. We are delighted with all the machinery you have furnished us and the service rendered us has been excellent at all times.

Yours very truly,

THE KANSAS CITY STAR,

By Guy T. Seested

General Manager.

Cline Electric Mfg. Co.
Conway Building,
Chicago, Illinois.

THE Star bought their first 3 Cline Press Controls in 1916. They added 2 more in 1923 and have just placed an order for additional Press Controls and Cline Automatic Electric Tensions for their new presses.

The Cline Electric Mfg. Co. furnish motors and control equipments for printing presses and auxiliary machinery for newspapers and job presses.

CLINE ELECTRIC MFG. CO.

MAIN OFFICE, CONWAY BUILDING, 111 W. WASHINGTON ST., CHICAGO ILL.

WESTERN OFFICE
FIRST NAT'L BANK BLDG.
SAN FRANCISCO
CALIFORNIA

CLINE SYSTEM

STANDARD OF THE WORLD

EASTERN OFFICE
MARBRIDGE BLDG.
47 WEST 34TH ST.
NEW YORK CITY

1927 Press Room Economies

BOOK-NEWS BLACK — Pronounced by many publishers as the best Book-News Ink they have ever used It's made to suit the requirements of smaller newspapers and it's SO GOOD you can use it on a better class of printing.

This ink is shipped in steel containers, eliminating waste and leakage and the unpleasant GOBS of ink on the press room floor. You execrate these unpleasant conditions. We remedy them for you.

DITTO HALFTONE BLACK—A superior black for coated papers. Prints clean; sets quickly; dries hard.

1927 RED—A brilliant Red with bronze overtone. Suitable for all commercial work.

BRONZE BLUE No. 1—With a strong reddish metallic over cast.

FINE JOB BLACK—Adaptable to all Gordon work.

28 lb. Book-News Black	$ .18	$5.04
3 lb. Halftone Black	1.50	4.50
1 lb. 1927 Red	1.50	1.50
1 lb. Bronze Blue	1.50	1.50
1 lb. Fine Job Black	1.00	1.00
		$13.54

This Shipment to you prepaid for $10.00.

It's an economical buy from the point of quality and price. Try it! If you aren't more than pleased after a try-out we'll gladly refund your money.

You may increase or diminish the four job inks to suit your requirements.

News inks must be shipped in advertised quantities.

◈◈

Dunham-Watson Co.

PRINTING INKS LITHO

638-44 SOUTH CLARK STREET

PHONE HARRISON 5859

Chicago

Branch Office:

MILWAUKEE, WIS.

Broadway 8576 368 Milwaukee St.

"NPJ" ROUND TABLE
(CONTINUED)

that *Le Matin* printed every day. A Missourian, so Mr. Gray said, peered closely at one of the big machines for a long while and then asked of the pressman:

"'Are the wheels turning around?'

"The pressman with a smile walked up to the man who had asked the question and laid a friendly hand upon his head.

"'*Oui,*' he said; 'in both places, *Monsieur.*'"

MORE FIELD MANAGERS IN 1927

Colorado Press Association has gone wholly into the field manager plan, with Ed A. Bemis (president, national field managers body) continued at the helm, with more funds and duties; Virginia Press Association has raised $5,000 and endorsed the plan 100 per cent for its state; following an address by G. L. Caswell of Iowa, New England newspaper publishers are planning a field man for six states in that section. The Virginia action followed an address by Field Manager J. S. Hubbard of the Missouri association.

Dates for Printers:Publishers

February

MICHIGAN PRESS ASSOCIATION, 3-5, Lansing.
BUCKEYE PRESS ASSOCIATION, 10-11, Columbus.
WISCONSIN PRESS ASSOCIATION, 10-12, Madison.
NORTH LOUISIANA PRESS ASSOCIATION—Monroe, Feb. 12.
INLAND DAILY PRESS ASSOCIATION, 15-16, Palmer House, Chicago.
SOUTH DAKOTA PRESS ASSOCIATION, 17-18, Sioux Falls.
NEBRASKA PRESS ASSOCIATION, 17-19, Lincoln.
FIFTEENTH ANNUAL NEWSPAPER INSTITUTE, 17-19, Seattle, Wash.
INDIANA WEEKLY PUBLISHERS' ASSOCIATION, 18-19, Indianapolis.
IOWA PRESS ASSOCIATION, 17-19, Des Moines.
MINNESOTA EDITORIAL ASSOCIATION, 18-19, St. Paul Hotel, St. Paul.
WASHINGTON PRESS ASSOCIATION, 17-19, University of Washington, Seattle.

March

INTERSTATE CIRCULATION MANAGERS ASSOCIATION, 15, Williamsport, Pa.
ALABAMA PRESS ASSOCIATION, Astoria Hotel, New York, N. Y. (Date not given).
SOUTH TEXAS EDITORIAL ASSOCIATION, 22, San Antonio.

May

ARKANSAS PRESS ASSOCIATION—Hot Springs, May 19-21.

June

NATIONAL EDITORIAL ASSOCIATION, June 12-15, Omaha, Neb.
TEXAS PRESS ASSOCIATION, 17-19, El Paso.
INTERNATIONAL CIRCULATION MANAGERS' ASSOCIATION, Atlanta, Ga., 21-23.

September

UNITED TYPOTHETAE OF AMERICA, 11-17, New York, N. Y.
GRAPHIC ARTS EXPOSITION—Grand Central Palace, New York City, Sept. 5-17.

NEWS : : : EDITORIAL

NOW COMES THE NEXT BIG "NEWS RELEASE"

From the Iowa Press Bulletin: And now comes the next big news release. An eastern "medical publicity bureau" is sending out 15 pages of neatly printed and stapled together editorial matter, and asking the publishers to print the stuff from time to time, with or without credit. And yet on the first page the firm says "The doctors of this country, 155,000 of them, are ethically bound by their oaths not to indulge in individual advertising or publicity. But editors know they are good material for editorials, news and feature stories. They, the doctors, 155,000 of them, are much misunderstood, underpaid and subject to unfair competition by quacks, without the means to get their story before the public." Mr. Newspaper man, figure it out yourself, how many of these non-advertisers in your own town are supporting from one to three autos, all of them better than 4rds? How many of these

"NPJ" ROUND TABLE
(CONTINUED)

"much misunderstood, underpaid, subject to unfair competition" fellows own their homes, while you pay rent? Advice from this office is "send the firm asking this free advertising your rate card."

BRACING UP THE CORRESPONDENTS

THE FOLLOWING LETTER was used last month by the David City (Neb.) *Butler County Press,* starting out by saying that it would answer those correspondents who want to know why their news items are not all used in the paper:

When some items are omitted in printing news letters in The Press the omissions are because of one or more of the following reasons:

Because of news letters being late in arriving and there not being time to put all the items in type.

Because of items not being complete in stating who, when, where and what. Sometimes a date is not given. It is best to give day of the month as well as the day of the week. Sometimes it is not stated where visitors are from. Sometimes the first names or initials are not given. Sometimes names are not written plainly. Sometimes the items are too old.

Because of being items about people in the same locality taking dinner or spending the evening with each other, or about people visiting from or in towns but four or five miles away, or about students being home from school over Sunday when they come home every Sunday, or about people who visit each other regularly every week or two.

If incomplete news items or trivial or regularly repeated news items are printed they detract from the entire news letters in the estimation of readers, and injure the effect of the worth-while items.

Other items besides news about people coming or going should be included in news letters. The letters should include items about marriages, births, deaths, accidents, damage by fire or storm, social events, family reunions, wedding or birthday anniversary celebrations, school events, church events, shipments of livestock, sales of town or farm property, new buildings, public sales, etc.

News letters should be mailed in time to reach The Press MONDAY evening or sooner. If there is important news after the regular news letter is sent another letter should be sent Tuesday or The Press called by telephone up to Tuesday evening.

Although The Press is dated Thursday, printing of the paper begins Wednesday afternoon in order to catch Wednesday night mails.

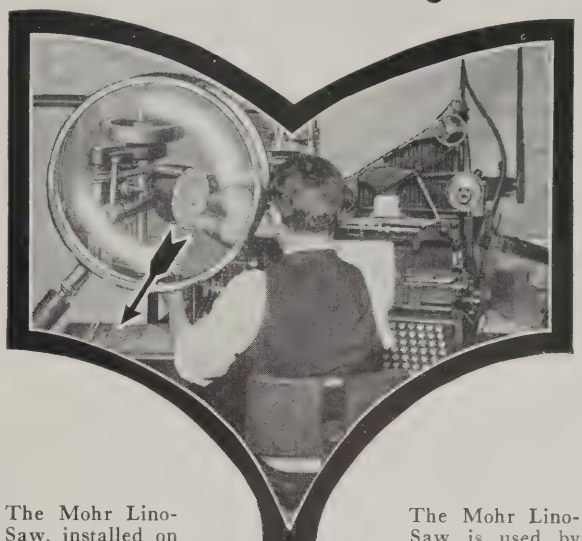
TEACHES AMATEURS TO MAKE PHOTOS

NEWSPAPERS COULD use many more pictures in their columns and greatly increase the reader interest, if only they could get the pictures. The most active newspaper photographers cannot be everywhere at a given time, and other photographers, amateur and professional, do not know enough about newspaper requirements to take the kind of pictures newspapers want. In an attempt to educate commercial and amateur photographers to newspaper needs and to get a larger variety of pictures in its news columns, the Milwaukee (Wis.) *Journal,* through its state editor, John G. Baker, has prepared a little booklet entitled *"Photographs That Newspapers Buy,"* describing in A. B. C. language and illustrations just what the newspapers require in a photograph. This booklet is being sent to leading commercial photographers throughout Wisconsin and to several hundred of the *Journal's* state correspondents. It is also being sold by the *Journal's* Public Service Bureau through dealers in photographic supplies, and over the Public Service Counter.

SUBSTANCE OF FREE PUBLICITY EVIL

LOUIS WILEY, business manager of the New York (N. Y.) *Times,* in a recent address: "The substance of the whole subject is merely this—if so-called publicity is legitimate news it should be printed for the readers of the newspaper regardless of whether it benefits private interests or not. If it is not legitimate news then it should not be printed, regardless of who may be pleased to have it appear.

The MOST DIRECT
ROUTE FROM TYPE CASTING MACHINE TO MAKE-UP!



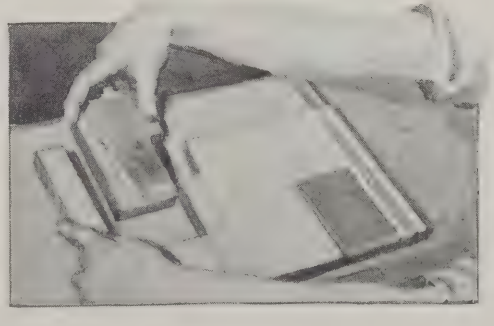
The Mohr Lino-Saw, installed on your Linotype or Intertype, *saws* your odd-measure slugs as they are cast—cleanly, automatically, and with unfailing accuracy. A simple turn of a dial takes care of the vise jaw and assembler adjustments and provides for the sawing, too! No floor-saw delays — no ruined mold liners —no bleeding of slugs. From type-casting machine to make-up without detour!

The Mohr Lino-Saw is used by progressive publishers and printers in every part of the world. Four big newspapers alone have a total of 134 in service.

And they are just as effective in the smaller newspaper and printing offices.

Wherever time is valued as money, the Mohr Lino-Saw has an instant appeal.

Full details sent promptly on request.



MOHR LINO-SAW COMPANY

564-570 W. Monroe Street Chicago, Illinois

"NPJ" ROUND TABLE
(CONTINUED)

To adopt any other policy is to break faith with the reading public."

AND, then, THE CLIPPING "BUREAUS"

CALLING ATTENTION to a classified ad offering "work for ladies at home" by a southeastern firm, the N. E. A. Bulletin says: "If he can get replies he asks them to put up $1.00 for a plan of clipping newspapers and sending out postal cards, telling that they can earn from $25 to $50 per week.

"This is the old scheme that has been worked in various parts of the country whereby the publisher is sent a postal card asking for a sample copy of his publication. The party securing the paper then clips out various items, no matter how trivial, and writes the party mentioned therein saying: "We have a very interesting newspaper clipping which we will mail you on receipt of 25 cents."

"Publishers receiving these postal card requests for papers might do well to mail them to the headquarters office and if a sufficient number are received from a single source to warrant investigation they will be turned over to the postal department for action, and we hope punishment, as there is no value in the service rendered."

: : : *ADVERTISING IDEAS* : : :

IDEA EXCHANGE COMMITTEE for A. N. A. E.

FRANK T. CAROLL, Indianapolis (Ind.) *News*, president of the Association of Newspaper Advertising Executives, advises *"NPJ"* that after a necessary lapse of activity during recent months, a new Idea Exchange Committee has been organized and will start to function immediately. It is composed of James A. Austin, the Omaha *Bee*, Chairman; W. J. Hofmann, the Portland *Oregonian;* H. B. Guy, the Dallas *News;* E. F. Braid, the Seattle *Times;* H. C. Carpenter, the Lancaster *Intelligencer and News-Journal;* E. C. Griffith, the San Francisco *Chronicle* and E. J. Treffinger, the Richmond (Ind.) *Item.*

RADIO STATIONS as ADVERTISERS

PRINTER'S INK, New York: "Every day in each of five Minneapolis and St. Paul newspapers, space is taken by the Gold Medal Radio Station to advertise its program. This plan, which was put into effect only recently, has already convinced the management of the station that this is the most satisfactory way of telling the public about features which are to be broadcast, according to H. A. Bellows, manager. It is only a question of time, Mr. Bellows informs *Printers' Ink,* when all broadcasting stations will have to buy paid space to advertise their program features. Every day in each of the newspapers there appears a boxed advertisement on the radio page in which is listed the WCCO features for that day. In the case of advertisers who are sponsoring a feature, the name of the advertiser also is given."

NEW N. E. A. ADVERTISING COMMITTEE

PRESIDENT Herman Roe, National Editorial Association (Northfield, Minn., *News*) has named W. H. Bridgman, Stanley (Wis.) *Republican,* chairman of the N. E. A. advertising Committee. As its head, Mr. Roe made a national name for himself as an inspirator for better business methods in community newspaper plants. Mr. Bridgman, one of the fathers of newspaper associations, has given many years to promoting the use of cost finding and keeping methods in such plants. The purpose of the committee is to act as a clearing house for advertising problems of members, such as the cost of production and what constitutes a remunerative advertising rate. Other members of the committee are H. Z. Mitchell, Bemidji (Minn.) *Daily Pioneer,* and O. J. Benjamin, Nevada (Iowa) *Journal.* Mr. Bridgman was a member of the same committee in 1925 and 1926.

LEGAL NOTICE CALENDAR for MEMBERS

E. F. TUCKER, field manager of the Iowa Press Association, has prepared a legal notice calendar of Iowa, which is furnished to members of his association, telling of the month in which every legal publication of the state should be printed. The calendar of each state would be different, it is true, but why would it not be a good idea to copy, particularly for state organizations, or leading member of such organization as an effort to help fellow publishers, says Wil V. Tufford, Inland secretary.

DON'T MAKE PAPERS TOO BIG!

IRON AGE, New York, (one of the bulkiest journals today published):

"Warning publishers of magazines and newspapers not to make their publications too voluminous, President Edward T. Hall, of the Association of National Advertisers, told an Atlantic City convention recently that unwieldy volume of any publication tends to destroy its usefulness. He instanced rightly the modern Sunday newspaper as a horrible example. And it's just that to the average reader, quantities of each copy being thrown away without so much as a glance. The clean, well edited and "boiled down" newspaper gets itself read quickly and thoroughly—and the canny advertiser knows it and plunks his advertisement right there. And he never fails to get his money's worth. Neither does the busy reader, who demands real news, not square feet of ruined paper."

NEWSPAPER SHOWS ITS TYPE FACES

THE CHATTANOOGA (*Tenn.*) *Daily News* has furnished its advertisers with a four-page folder showing all of the faces of type available in its office, listing by point and names, and the amounts on hand. The following suggestions are offered to the advertisers:

In preparing ad copy attention to the following simple rules will result in much more satisfaction to all concerned:

If possible to avoid it, never write copy with a pencil, and especially where prices occur. It is necessary to handle copy considerably, and where prices are written with pencil, mistakes are likely to occur through figures becoming blurred.

Never write copy on your "lay-out" or "dummy." Make lay-out, write your copy on letter size paper, then designate location of copy on lay-out by numbers or letters, as the case may be. Type-setting machine copyboards will only take a sheet of paper 8½x11, and considerable time is lost and mistakes made by trying to handle copy larger than this.

Where cuts are to be used, have them sent with the ad copy. Never send the copy first and the cuts afterward. Designate location of cuts in or by placing numbers on back of cut or mat and corresponding with same number on lay-out.

Before writing ad copy, decide what you wish to say. Alterations made in an ad after it is in type cost you and the publisher money.

MANUFACTURERS : SERVICES

AMERICAN NEWSPAPER ANNUAL & DIRECTORY

By N. W. AYER & SON, PHILADELPHIA; the first edition was issued in 1869! The 1927 edition lists 22,200 publications. "Among them are 952 new ones," says the foreword. "The suspensions and consolidations, which numbered 942 during the past year, make the net increase 10. We show in this issue 10,603 towns where newspapers are published, a decrease of 130 since last year. From the first edition of our directory, which listed 5,411 publications, the number increased year by year until, in 1917, it reached 24,868. Then came our entry into the Great War. Conditions during and after the war made it hard for the small publisher to remain in business. Each year after 1917 publications were fewer and fewer. One year showed a net drop of 1,178. This was continuous until now, except that during the year 1924 an increase was recorded. The loss is chiefly among the country weeklies, which were

A Sluggish Market

is nothing more than a group of individuals who do not respond. Their sluggishness is often due to improper stimulation. Tests have shown that a letter on quality paper gets as high as twenty per cent more returns than the same letter on cheap paper.

Quality paper need not be expensive. For example SUCCESS BOND. A rich, attractive cockle finish and strong, raggy texture give it the "body" and "feel" common to all high grade papers. Its friendly dignity results in greater "pulling power" for any message. Yet its cost is moderate enough to make it a reigning favorite with conservative business men!

Printers admire its sterling uniformity. They like its easy printing and lithographing qualities.

Put new "pep" into sluggish markets with SUCCESS.

Success Bond

DISTRIBUTORS

BALTIMORE, MD. . . J. Francis Hock & Co.	NEW ORLEANS, LA. . E. C. Palmer & Co., Ltd.
CHICAGO, ILL. . . . . Marquette Paper Co.	NEW YORK CITY . H. P. Andrews Paper Co.
DALLAS, TEXAS . . E. C. Palmer & Co., Ltd.	NEW YORK CITY . . . Clement & Stockwell
HOUSTON, TEXAS . E. C. Palmer & Co., Ltd.	NEW YORK CITY A. W. Pohlman Paper Co., Inc.
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LOUISVILLE, KY. . . Miller Paper Co., Inc.	PORTLAND, OREGON Blake, Moffitt & Towne
MILWAUKEE, WIS. . . The E. A. Bouer Co.	SPRINGFIELD, MO. . . Springfield Paper Co.
NEWARK, N. J. . . H. P. Andrews Paper Co.	TAMPA, FLA. . . . E. C. Palmer & Co., Ltd.

"Note the Tear and Wear as well as the Test"

NEENAH
PAPER COMPANY

Neenah, Wisconsin

Makers of
OLD COUNCIL TREE BOND
SUCCESS BOND
CHIEFTAIN BOND
NEENAH BOND

Check the ✓ Names

WISDOM BOND
GLACIER BOND
STONEWALL LINEN LEDGER
RESOLUTE LEDGER
PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes

Johnsonized

Some real bargains in printing, binding and typesetting machinery. Machines that are thoroughly remanufactured and sold with an absolute guarantee against defective material and workmanship. Complete service a part of every deal. All remanufacturing done in our own machine shops, specializing entirely on machinery for the printing trade. We are offering the following machines from our stock.

A Modern high grade Huber Hodgman Two-revolution Cylinder Press with convertible front delivery, printed side up or down, four form rollers, table distribution and trip, block bearing bed movement. It will do the finest kind of book and job printing and register is guaranteed. Bed 31x43. The price with standard factory equipment is....$2800.00

One Huber Hodgman Two-revolution press with front convertible delivery, fly and sheet, four form rollers, bed 46x56, a fine job and book press which will print four pages of either a seven or eight column newspaper. Block bearing bed motion. This same style press in use in shops of some of the finest printers in the country. The price, less than half the new price, includes all standard factory equipment.....$3000.00

A Miehle Two-revolution No. 1, bed 39x53, front combination delivery, four form rollers, built for the highest grade of printing, book and job. The right size for four pages seven column. The price with all standard factory equipment.....$3700.00

An Optimus, bed 34x47, front sheet printed side up delivery, four form rollers, table distribution and trip. A modern machine for high grade printing, complete at....$2700.00

A Whitlock Two-revolution, front fly delivery, table distribution, bed 27x40, a job machine that will also print two pages of your paper $1750.00

A Pony Century Two-revolution with front fly delivery, table distribution and double air springs, bed 26x35.....$1500.00
Another one with bed 25x31, a high speed good job press at $1000.00

Send for the Complete List of Johnsonized Machinery.

A Potter No. 2 Proof Press, 16½x25, with inking apparatus, grippers, as good as new..$325.00

A Vandercook Heavy Duty Rocker Series, Proof Press, 17x24, at.....$200.00

A very good stock of Job Presses, Stitchers, Paper Cutters, Punches, Perforators, etc.

C. I. Johnson Mfg. Co.

Independent Printers' Supply House

Saint Paul, Minnesota

48-50 East 3rd St. 143-5-7 So. Wabasha St.

"NPJ" ROUND TABLE
(CONTINUED)

hardest hit by the war and by conditions following it. They have been consolidated, in many cases, with other papers in the same town or country, especially with the county seat papers. This is indicated by the number of towns having newspapers, and especially by the number of county seats having papers. Although weekly newspapers have decreased 3,329 in ten years, newspaper towns have decreased only 1,267 while county seats having papers have increased 54 in the same period.

"Daily Newspapers.—In this place is may be of interest to note that among the regular dailies—excluding those which are issued during part of the year only—there are 1,844 evening and 587 morning papers.

"The Alphabetical Index.—This index begins on page 1,445. In it are arranged in alphabetical order by their names all publications except local newspapers. The place of publication is given with each. This has proved very useful to librarians and others, who frequently need information on publications of which only the names are known."

There are also complete lists of monthly and weekly publications, and trade journals, in addition to newspapers.

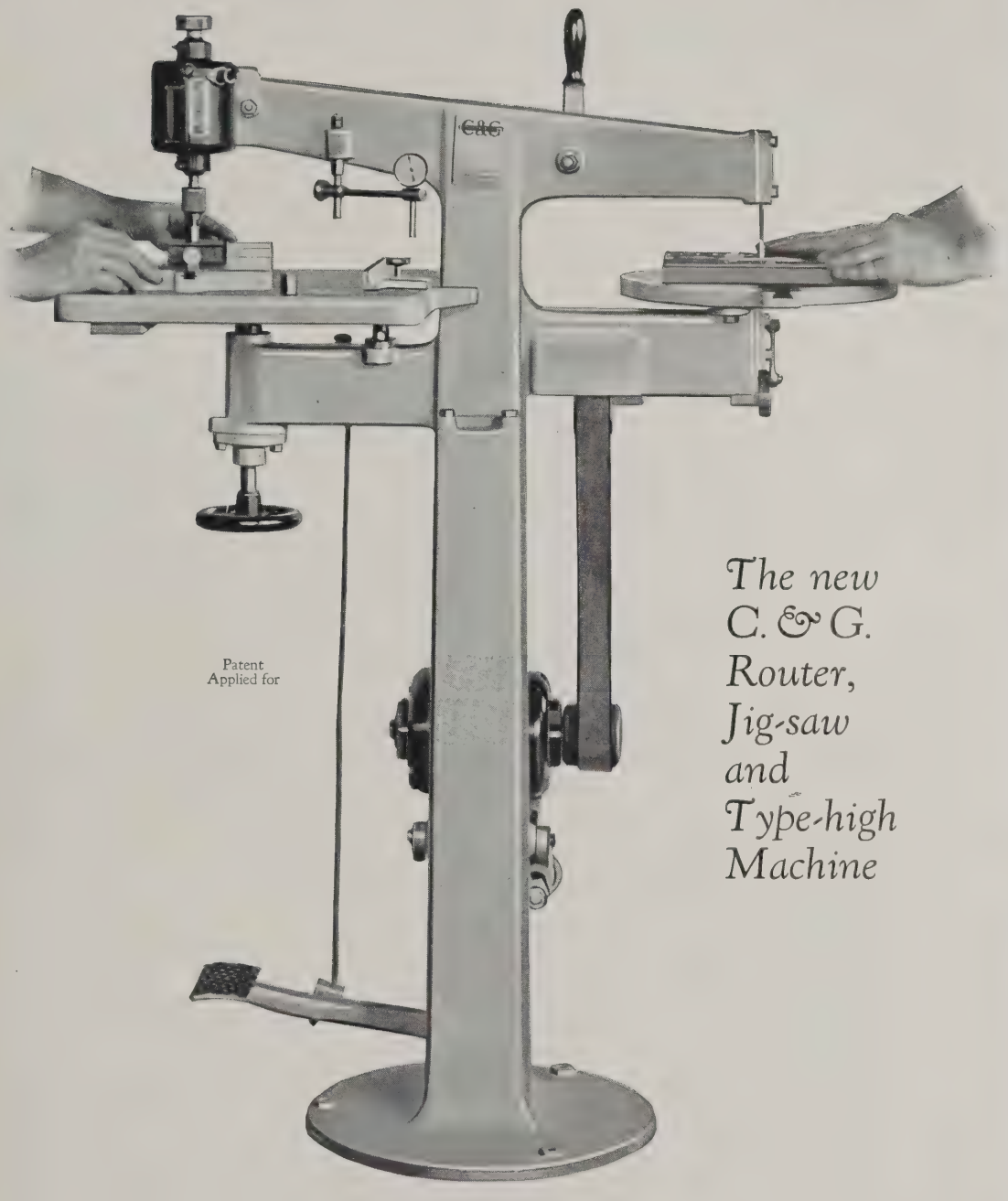
JOHN J. DEVINY WITH MILLER SAW-TRIMMER

The Famed assistant director of the U. S. Bureau of Engraving and Printing, and for many years one of the most distinguished members of the Printing House Craftsmen, John J. Deviny, will shortly assume new duties, becoming director of research and publicity of the Miller Saw-Trimmer Co. This executive work will mean extensive travel over the Country, representing the company at gatherings of the printing trade and its many and varied ramifications. He will make researches in the interests of the trade, a much-needed work in which his experience, capacity and ability will no doubt make him an outstanding figure. *"NPJ"* sincerely congratulates the company as well as Mr. Deviny upon this engagement. For, he is indeed a *practical printer*, his experience covering a quarter of a century. He is a charter member of the Washington Club of Printing House Craftsmen and was one of the organizers of the International Association of Printing House Craftsmen in Philadelphia in 1919. He was the first treasurer and is now serving his second term as president of the Craftsmen's international.

JOHN J. DIVINY

During the World War, Mr. Deviny was general superintendent of work of the United States Bureau of Engraving and Printing, in which eighty-five hundred employees were engaged in the production of printing. Since October, 1924, he has been assistant director of that institution. Mr. Diviny is also internationally known as an expert in the manufacture of bank notes and government securities. He has had important editorial experience, and is a member of the bar of the Supreme Court and was for two years associated with Prof. Frank H. Smith, George Washington University, Washington, in the practice of law. Mr. Deviny has contributed articles to printing trade journals and delivered talks on printing.

Profit Now Instead of Waste



The new C. & G. Router, Jig-saw and Type-high Machine

You can own and operate this epoch making machine daily for less than the price of one outside mortise. Easy to use, positive, accurate. *Not an attachment,* but a complete, efficient machine, built to do certain things . . . . . Let us tell you all about it.

DESIGNED AND MADE BY

Cheshire & Greenfield Manufacturing Co.

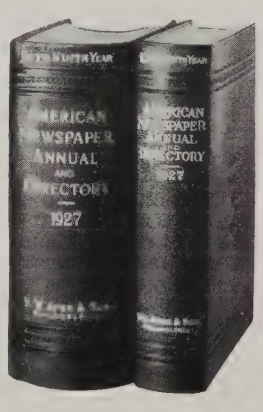
182-184 Huron Street, Milwaukee, Wis.

The 1927 Edition of the American Newspaper Annual and Directory Is Ready for Delivery

The 1927 issue of the AMERICAN NEWSPAPER ANNUAL AND DIRECTORY is now ready in two editions. The one, the regular form and size with which the advertising and publishing fraternity is so familiar, at the usual price, $15.00. The other, a special limited edition on thin paper stock for the benefit of those who wish a smaller and lighter volume to conserve shelf and desk space.

This special edition will have a brown binding, imitation leather, and will be priced $20.00. The contents are identical, comprising all of the information and features of this old-established reference book with complete gazetteer information revised to date and latest population figures, with 378 lists of different classes of publications and over 100 colored maps.

REGULAR
Edition
Size
6¾ x 9¾ x 3⅛
Weight
7 pounds
PRICE
$15.00



SPECIAL
Thin Paper Edition
Size
6¾ x 9¾ x 1⅞
Weight
3¾ pounds
PRICE
$20.00

Carriage paid in United States and Canada.

An early order gives full service of the book and carries with it a copy of the Mid-Year Supplement free of charge. Further particulars on request of the publishers—

N. W. AYER & SON
PHILADELPHIA

"NPJ" ROUND TABLE
(CONTINUED)

TWENTY-FIFTH ANNIVERSARY OBSERVED

NINETY-THREE members of the San Francisco Agency of the Mergenthaler Linotype Company surprised F. C. Van Schaick, manager, with a party on the twenty-fifth anniversary of the opening of the San Francisco Agency by Mr. Van Schaick. James Manning, the first employee, also was an honor guest. A. R. Gatter, assistant manager of the agency, served as toastmaster. A silver service set was presented to Mr. and Mrs. Van Schaick by members of the agency, the presentation speech being made by Mr. Manning. A. B. Collins expressed the congratulations and best wishes of the president and board of directors of the company. Then Mr. Manning was presented with a watch and chain by Ernest Lindner in behalf of fellow workers. The gift was presented in the cigar box that held all the stock in trade of the San Francisco Agency when *"Jim"* went to work for it twenty-five years ago.

F. C. VAN SCHAICK

ON THE EVENING of January 3, seventy-one members of the New Orleans Agency of the Mergenthaler Company surprised Fred W. Bott, manager, with a party on the twenty-fifth anniversary of his connection with the Company. J. L. Sterett, assistant manager, served as toastmaster, assisted by A. F. Lide. A Radiola set was presented to Mr. and Mrs. Bott by members of the agency, the presentation speech being made by Mr. Sterett. Twenty-five shares of Mergenthaler Linotype Company stock, voted to Mr. Bott by the board of directors of the Company, also were presented by Mr. Sterett. A large anniversary cake was cut by Mrs. Bott.

THE MERGENTHALER Linotype Company surprised Walter C. Bleloch, manager of the Chicago Agency, with a party on the twenty-fifth anniversary of his service with this company. A dinner-dance attended by 150 members of the Chicago Agency was held Jan. 8. J. W. Sutherland, of the purchasing department, was toastmaster, and presented to Mr. Bleloch engrossed resolutions from the executive officials, a silver service from members of the agency, and a gold belt buckle, the latter article from departmental managers. C. W. Deacon, sales manager of the Chicago Agency, spoke briefly. An original poem by Ben C. Pittsford was read.

HEADS PRODUCTION OF ALLIED MILLS

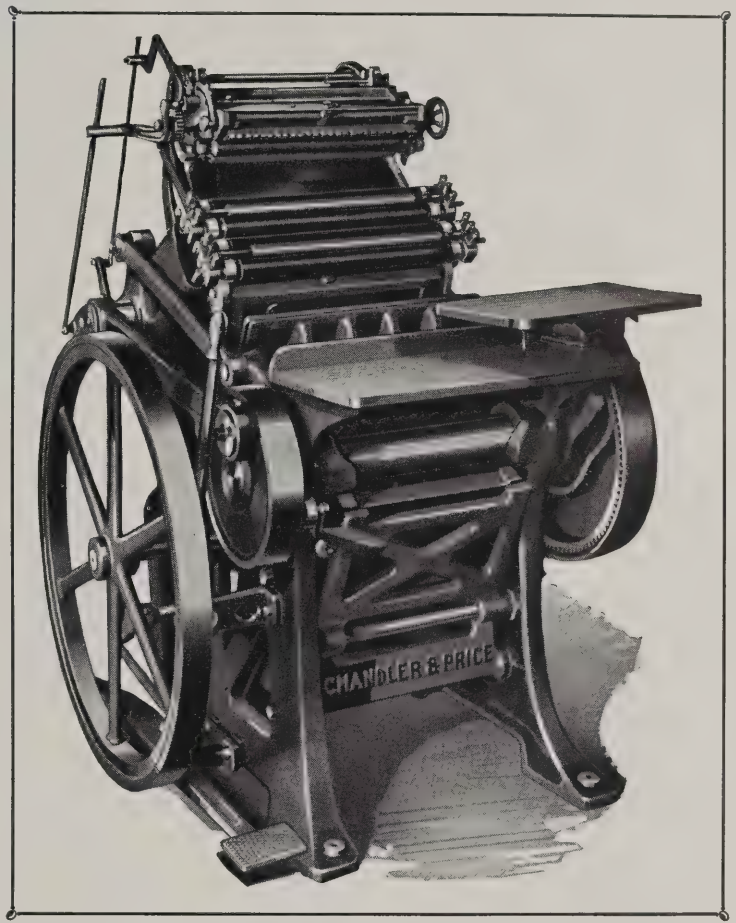
WILLIAM A. ANDERSON has become production manager of the Allied Paper Mills, per announcement of A. G. Gilman, president, with headquarters at the general offices, Kalamazoo, Mich., and office room at the Otsego mills. Mr. Anderson is widely known in the paper trade, having been connected with the Bryant Paper Co., the Monadnock Paper Co., Bennington, Vt.; the Kinleith Paper Mills, the Crabtree Mills, and others.

J. E. RUSSEY NOW WITH WESEL

FOLLOWING extended connections with the Ft. Worth (Tex.) *Tribune*, J. E. ("Jack") Russey has joined the Western sales forces of the F. Wesel Company. He is widely acquainted in the field in the west and southwest.

The Chandler & Price Printing Presses

8x12 ~ 10x15 ~ FOUR SIZES ~ 12x18 ~ 14½x22



THE CRAFTSMAN ~ 12x18 ~ WITH ITS WONDERFUL DISTRIBUTION SYSTEM

WE CARRY all sizes of CHANDLER & PRICE PRESSES in stock at our Selling Houses for prompt delivery. When in the market for a new C. & P. Press, write, telephone or wire your requirements, including motor equipment, to the nearest AMERICAN TYPE FOUNDERS COMPANY Selling House

Selling Houses Located in the Following Cities:

BOSTON	RICHMOND	CLEVELAND	DETROIT	KANSAS CITY	PORTLAND, ORE.
NEW YORK	BALTIMORE	CINCINNATI	ST. LOUIS	DENVER	LOS ANGELES
PHILADELPHIA	BUFFALO	ATLANTA	MILWAUKEE	SAN FRANCISCO	WINNIPEG
	PITTSBURGH	CHICAGO	MINNEAPOLIS	SPOKANE	

AMERICAN TYPE FOUNDERS COMPANY

SET IN MEMBERS OF THE GARAMOND FAMILY ADAM ORNAMENTS NO. 1

Every Newspaper Plant
can profitably install

Monarch Monometer
RE-MELTING FURNACE

Operated with Electricity, Gas or Oil

THE Monometer is scientifically constructed. It has an automatic heat control —prevents burning of metal —uses less gas — eliminates harmful fumes—retains tin— and reduces dross to a minimum.

Improved Metal
Reduced Dross
Saving in Fuel

THE saving in fuel and dross will pay cost of Monometer in one year. It is built to last a lifetime.

Write for Catalog "N".

The Monarch Engineering & Mfg. Co.
1206 American Bldg., Baltimore, Md., U. S. A.
WORKS, CURTIS BAY, MD.

Modernize Your Composing Room
by installing

THE ROCKAWAY
Automatic Spaceband Cleaner

Will save money in time, in spacebands, in matrices. Does better work than can be done by hand and better work than has ever been done before. Cleans bands uniformly. Keeps the sleeves true, helps produce better slugs and cleaner printing. No more "hair-lines", no more crushed matrices.

Machine sent on 10 days trial.
Write for one today.

The Rockaway Company
3508 Grand Ave., MILWAUKEE, WIS.

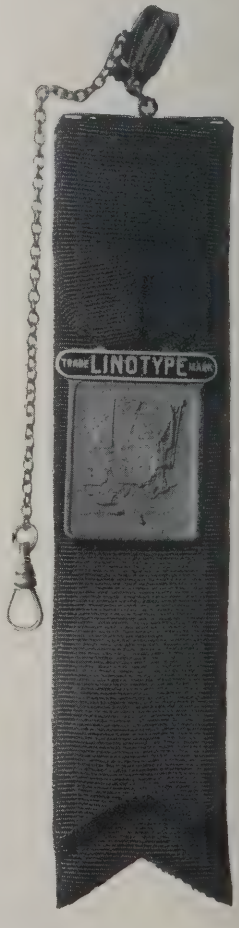
"NPJ" ROUND TABLE
(CONTINUED)

HONORED ON SEVENTIETH BIRTHDAY

JOHN R. ROGERS, consulting engineer with the Mergenthaler Linotype Company, recently observed his seventieth birthday. Thirty-eight of them have been devoted to the advancement of the graphic arts. Friend of Ottmar Mergenthaler, inventer of the machine bearing his name, Mr. Rogers has known the Linotype from its beginnings and has played a leading part in its development. One of the ceremonies honoring Mr. Rogers on his seventieth birthday was the presentation by Mergenthaler associates of a gold watchfob bearing on its face a likeness of a Linotype, and engraved on its reverse side the statement: *"To John R. Rogers on his seventieth anniversary, December,* 11, 1926." The fob was the gift of the twelve members of the department headed by Mr. Rogers, as follows: R. M. Bedell, William Ackerman, Joseph H. Hood, A. S. Grimmer, R. M. Grove, I. T. Remas, A. A. Perkins, A. C. Schafer, William Hodson, J. H. Hilpman, George Wannemacher and Emma Hilpman. Mr. Bedell has been with the company more than thirty-six years; Mr. Perkins, twenty-nine years; Mr. Remas, twenty-five years; Mr. Grove, twenty-three years. Mr. Rogers was born in Roseville, Ill., the son of Rev. John A. and Elizabeth Lewis (Embree) Rogers. He is a brother of Joseph Morgan Rogers, well known journalist, author, and historian, of Germantown, Pa. At nineteen he was graduated as a bachelor of arts from Oberlin College. Twenty-three years later his alma mater conferred on him the honorary dagree of master of arts. In 1919 Berea College made him a doctor of laws. Three years after leaving college he married Miss Clara O. Saxton of Oberlin, and for two years served as a teacher and as superintendent of public schools in Lorain, Ohio. The next three years were devoted to civil engneering with railroads in Iowa, Missouri and Wisconsin.

JOHN R. ROGERS

In 1888 he patented the Rogers Typograph, typecasting machine. Seven years later he joined the Mergenthaler Linotype Company as head of its experimental department. Soon he was advanced to the position of consulting engineer When he joined forces with the Mergenthaler interests, there were just 1,400 type-



The New Model ROSBACK Foot Power Perforator

This is NOT a specially built light machine but the ROSBACK STANDARD STURDY up to the minute Perforator with inlaid tool steel die—steel stripper—music wire punches and micrometer adjustment table gauges.

Die is guaranteed to cut clean for 5 years.

Price for 20″ - - $125.00
F. O. B. Factory

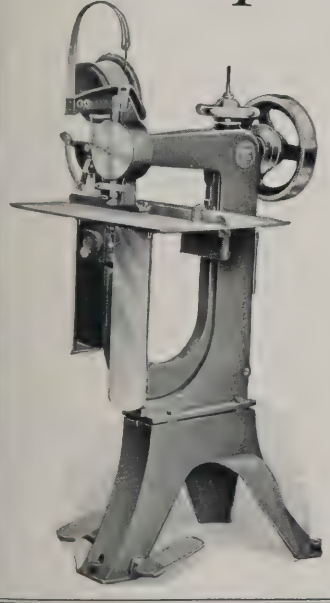
BUILT BY

F. P. ROSBACK COMPANY

BENTON HARBOR, MICHIGAN

The Largest Perforator Factory in the World.

The Dependable No. 4 BOSTON Stitcher



ONE of several Boston Wire Stitchers that have been popular in the printing and binding industries for nearly a quarter of a century. This long period of service—the fact that most of the early installations are still in satisfactory operation—is the buyer's assurance of the extraordinary efficiency of Boston Wire Stitchers.

Boston values are intrinsic, not speculative. Annual depreciation and maintenance expense are low. Operators appreciate Boston simplicity and easy handling. ***Turning the handwheel to gauge thickness of work adjusts all parts.*** No. 4 Boston capacity, ½ inch. Flat and saddle table.

All Regular Models and Spare Parts carried in Stock at Selling Houses

GENERAL SELLING AGENT

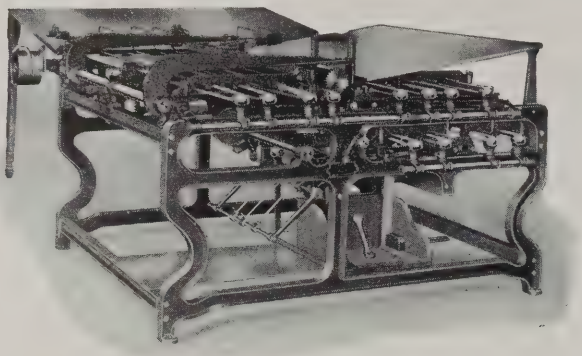
AMERICAN TYPE FOUNDERS COMPANY

Sold also by *Barnhart Brothers & Spindler,* all selling houses; in Mexico and South America by *National Paper and Type Company;* in Canada by *Sears Company Canada Limited,* Toronto-Montreal

SET IN MEMBERS OF THE GARAMOND FAMILY ADAM ORNAMENTS

Mentges No. 2 Newspaper & Periodical Folding Machine

Has been designed to meet every requirement of the average newspaper office. It is built for years of effective service with a minimum expense.



This machine is absolutely dependable. Twenty-five years' experience in building folding machines has enabled us to eliminate the things which cause trouble and delay.

Machine Sent on Thirty Days Trial

Write for Our Proposition

◎ ◎

The Mentges Folder Company
SIDNEY, OHIO

"Builders of Profitable Folding Machinery"

The Fine Science of Envelope Supply

DISTINCTLY, Western States is more than an envelope *factory*. It is in fact a *laboratory* wherein are worked out the solutions of *your* envelope problems—scientifically, surely—with all the first-hand data growing out of more than a score of years in direct, *personal* association with the printing trade.

And here's the answer: 20 MILLION envelopes *in stock*. Practically every requirement you will ever have anticipated in over 600 STYLES ready to ship. Contrast that with the old "Special Order" days.

Send for Free Price List No. 28, also note "The Paper Record," page 69, Blue Section, for handy listing of prices and styles.

The Western States Envelope Co.
South Water *from* Clinton *to* Ferry Sts.
Milwaukee Wisconsin

"NPJ" ROUND TABLE
(CONTINUED)

setting machines in the world, most of them in English speaking countries. Now the machines set fifty-two different languages and are to be found in every part of the world. There are 53,000 Linotypes in use. The Brooklyn factory produces between 250 and 300 a month. The plant covers eighteen acres of floor space. More than 3,500 are employed. Mr. Rogers himself has taken out more than 400 patents for various improvements.

NEW IONIC PASSES FIFTY MARK

ANNOUNCEMENT is made by the Mergenthaler Linotype Company that since the introduction of Linotype Ionic No. 5, eight months ago, more than a million matrices of this newspaper face have been sold to more than fifty newspapers in all sections of the country. Among the papers that already have adopted Linotype Ionic No. 5 are New York *Evening Post*; New York *Evening World*; New York *World*; Denver *Evening News* and *Rocky Mountain News;* Los Angeles *Times;* Washington *Post*; Oklahoma City *News*; San Diego *Union*; San Diego *Evening Tribune*; Vancouver (B. C.) *Daily Province*; Newark *Evening News;* Toledo *Daily Times;* Arizona *Gazette*; Providence *Journal*; Hartford *Courant*; Peoria *Evening Star*; Schenectady *Union-Star*; Newark *Sunday Call*; Chattanooga *News*; Scranton (Pa.) *Sun;* Springfield (Mo.) *Leader*; Salem (Mass.) *Evening News;* Torrington (Conn.) *Register*; Danville (Va.) *Register*; Roanoke *World-News*; Lancaster (Pa.) *Intelligencer*; Parkersburg (W. Va.) *News*; Bergenfield (N. J.) *Interboro Review*; Norfolk *Virginia-Pilot*; Youngstown (Ohio) *Vindicator*; New London (Conn.) *Day*; Lexington (Ky.) *Leader*; New Haven (Conn.) *Union*; Sandusky (O.) *Register*; Zanesville (Ohio) *Times-Recorder*; Whitehall (Wis.) *Times*; Colfax (Wash.) *Commoner*; Park City (Utah) *Park Record*; Yakima (Wash.) *Daily Republic*; Pontiac (Mich.) *Daily Press*; Haverhill (Mass.) *Sunday Record*; Knoxville (Tenn.) *Journal and Tribune*; Lafayette (La.) *Advertiser-Gazette*; De Queen (Ark) *Bee;* Homer (La.) *Guardian-Journal*; Altus (Okla.) *Plain Dealer* and *Times-Democrat*; Little Rock (Ark.) *Gazette*; Staten Island (N. Y.) *Staten Islander*; Holland (Mich.) *Sentinel*; Prince Rupert (B. C.) *News*; Clairton (Pa.) *Progress*; *O. K. Poultry Journal,* Mounds, Okla.; Trenton *Times*; Ottawa *Citizen*; Winnipeg *Free Press*; Milwaukee (Wis.) *Journal.* The face is available in three sizes—5½, 6½ and 7 point. The company has just announced a complete assortment of *Narciss* for Linotypes.

"I WOULDN'T HAVE ONE AS A GIFT"

A BOOKLET, with the foregoing heading, by the Foldwell line of coated papers, has just come through the mails. It is a most unusual stimulant toward the use of booklets—a lesson for printers and buyers of printing—and contains a story of interest to everyone, more especially those who can remember the earlier days of the automobile. Copies may be had at any of the Foldwell houses.

CHARLES N. STEVENS CO. ANNOUNCES

THAT THE CONSOLIDATION of the Seybold Machine Co., the Harris Automatic Press Co., and the Premier & Potter Printing Press Co., in no way changes its agency to sell and service Seybold Cutters and other Seybold products. President Stevens, from the Chicago office, also includes in the announcement that his company is exclusive selling agents for the J. T. Wright paper punching, drilling and perforating machines, and is handling the Morrison stitcher, Efficiency gathering table and other bindery equipment, knives, cutting sticks and rebuilt cutters.

PURCHASES RIGHTS OF FOUR CONCERNS

THE PACKARD Printing Machinery Co., Geneva, N. Y., announces that it has purchased the manufacturing rights, patents, drawings and also the machinery and equipment of the following concerns: J. H. Cranston, formerly of Norwich, Conn.; Cranston Printing Press company, Peerless Printing

GOES BLANKS

Another opportunity for profit

Goes Art Advertising Blotters will stimulate business in dull seasons. They will keep the advertiser's name before his trade in brisk seasons. Send for the samples. Put on an aggressive Blotter Sales Campaign. You'll be surprised at the results.

have made money for other printers—they will make money for you.

Goes Blanks have been designed for type overprinting—designed to effectively set off the printer's printing. They will enhance the appearance and value of *your* printing—they will help you to sell higher-priced jobs of printing at largely increased margins of profit. They will help *you* to secure new accounts—help you to extend your business with old accounts. Thousands of printers will testify to the excellent opportunities offered by Goes Blanks.

There is a Goes Bordered Blank for practically every conceivable purpose, from a small merchandise or advertising coupon to a large insurance policy form, more than one hundred styles, all beautifully lithographed in rich appropriate colors. The border of this advertisement is an exact reproduction of one of the beautiful borders.

Send for the samples. There is no obligation

GOES LITHOGRAPHING COMPANY
41 West 61st Street, CHICAGO 3779

© GOES

For Immediate Shipment at all Selling Houses

Printing Machinery and Supplies

Chandler & Price Presses
Paper Cutters
Colt's Armory Presses
Cutters and Creasers
Boston Wire Stitchers
Boston Staple Binders
Portland Multiple Punches
Golding Machinery
Challenge Mach'y Co. Products
Hamilton Manufacturing Co.
Wood and Steel Equipment

AMERICAN TYPE

The Best in Any Case

Kelly Automatic Presses
Lee Two-Revolution Press
F. P. Rosback Co. Products
H. B. Rouse & Co. Products
Type, Borders and Ornaments
Metal Leads and Slugs
Brass Rule and Metal Furniture
Numbering Machines
Ink Knives and Plate Brushes
Benzine and Lye Brushes
Galleys, Brass and Steel

American Type Founders Company

BOSTON
NEW YORK
PHILADELPHIA
BALTIMORE

RICHMOND
ATLANTA
BUFFALO
PITTSBURGH
CLEVELAND

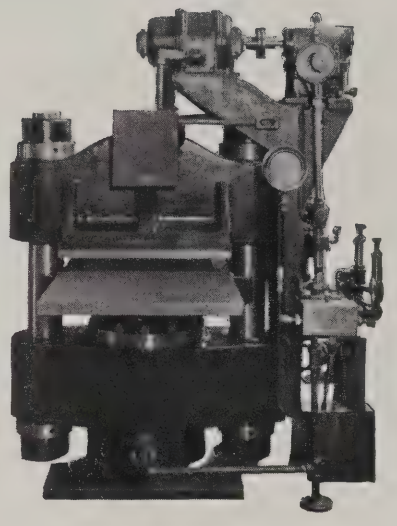
DETROIT
CHICAGO
CINCINNATI
ST. LOUIS
DES MOINES

MILWAUKEE
MINNEAPOLIS
KANSAS CITY
DENVER
LOS ANGELES

SAN FRANCISCO
PORTLAND
SPOKANE

SET IN GOUDY CATALOGUE AND GOUDY CATALOGUE ITALIC

BIROTADRUCK



HYDRAULIC MATRICE PRESS

Direct pressure under complete control. Fast, positive, non-vibrating, hydraulic operation.

The New York Times uses Birotadruck Hydraulic Matrice Moulding Presses exclusively.

For full information and sample pages address

AMERICAN BIROTADRUCK CO., INC.
120 West 42nd St. New York

RELEASE THAT TYPE !

It's so easy to make your own Certified stereotypes.

You set up your press as for printing; replace the regular tympan sheets with a piece of cork or felt blanket; place the mat on the form—a few rocks of the fly wheel, and you have a molded mat from which you can make your own stereotypes.

To actually do it is even simpler than it reads, and there is no question about the real dollars you can save by eliminating the tie-ups in standing forms.

You can prove the economy and practicability of the Certified Cold process for printers without expense or obligation on your part.

Just fill in, clip and mail the coupon and we will start sample and particulars on the way to you at once.

Certified Dry Mat Corp.,
338 Madison Ave.,
New York, N. Y.

Date.....

Gentlemen:

You may send us a sample of your Certified Printer's Mat, together with full particulars. There is no obligation on our part.

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By.....Title.....

"NPJ" ROUND TABLE
(CONTINUED)

Press company, and Globe Manufacturing company, all of Palmyra, N. Y.

NEW "AMCODATER" ON THE MARKET

The "Amcodater" is the latest product of the American Numbering Machine Company, Brooklyn, N. Y., manufacturers of American Visible Numbering Machines. This little machine (it is but 3-¾" high and weighs but 3-½ ounces) is designed to simplify the placing of dates on the many papers, books, cards, etc. Being all metal, there is no deterioration, and since it is automatically inked, it is complete in itself, no extra stamp pad being necessary. It has a capacity for twelve years. The impression is clear and sharp—the result of a new special swedging process. The machine is finished in "Duco", with a choice of two colors—jade or mandarin. The "Amcodater" retails in United States at a price low enough to assure volume sales. Each "Amcodater" is packed in box, inked and ready for use. An extra tube of ink is also furnished.

NOW The EDWARD L. MEGILL COMPANY

Since the beginning of the new year, the firm of Edward L. Megill, Brooklyn, N. Y., is styled The Edward L. Megill Company, under the personal ownership and management of Alfred L. Megill, son of the founder, who has been actively associated with the business for over 20 years. Megill's gauge pins for job presses are widely advertised and used.

HARDY HEADS DUBOREL CORPORATION

Announcement has been made of the resignation of H. Hardy, treasurer of the Intertype Corporation of California, and assistant treasurer of the parent organization, effective Jan. 31, 1927, to become head of the Duborel Corporation, manufacturers of apparatus and preparations used by dentists employing the Dunlop method of treatment of pyorrhea. Mr. Hardy, who gained prominence in the Intertype as a systematizer and organizer, and originator of the factory and office systems used throughout that organization, was in early life a registered pharmacist and active in mechanical dentistry.

NEW HOE SALES OFFICE, NEW ORLEANS

With Howard Reynolds in charge, and H. D. Williams as assistant, H. R. Swartz, president of R. Hoe & Co., Inc., has opened a sales office in the Pere Marquette Building, New Orleans, La. Also, with E. G. Beveridge in charge, a San Francisco office, Pacific Coast headquarters.

GROWTH OF THE COMPOSING ROOM PRESS

"The Value of Composing Room Presses to the printing industry is growing rapidly—'Composing Room Press' is a better name for these modern machines than 'proof press,'" says R. O. Vandercook. "The proof press had been the least considered and the most crudely constructed of machine tools in the printing office. Now the 'Composing Room Press' is one of the most carefully built, and has set a standard of accuracy that all producing machines must follow. The function has passed beyond that of only detecting misspelled words. A primary function now, when it is properly used, is to detect imperfections in printing surfaces.

"Make-ready has been one of the most troublesome and expensive operations in the press room. Many nostrums have been offered to printers, but not until the advent of the modern composing room press was the right way shown to avoid that awful waste of best energies of the printer's office. The 'Composing Room Press,' most accurately built, with its few and simple constructed parts has proven to the art that good printing can be done with a minimum of make-ready when the printing surfaces are accurate and when the producing presses are accurate and rigid.

"It is possible, but not economical, to correct typographical errors after the form has been made ready. Of course, when the unread form has been handed to the proof reader

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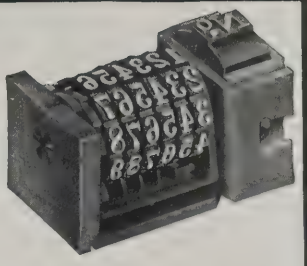

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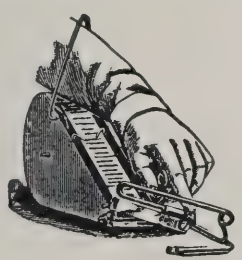

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Menasha, Wisconsin

"NPJ" ROUND TABLE
(CONTINUED)

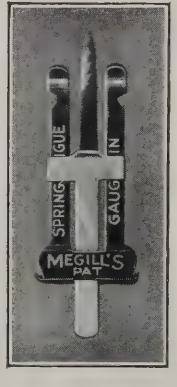
after it has been made ready, the proof reader would do a better job than he could on the smudgy proofs from the old time proof press. The proof readers' eyes and nerves were saved, but at what an expense! With the modern rigid bed composing room press it is the duty of the proof reader to detect imperfect printing surfaces as well as typographical errors. In taking a proof on the modern press no effort should be made to make imperfect material 'show up.' All such defects can be caught in the first proof and instantly corrected. The buyer of careful printing knows when he gets his proofs that he is going to get a good job if the proofs are submitted to him without identation of the sheet, and on the stock on which the job is to be printed."

NEW PAPERS

Dothan (Ala.) The Morning Sun.
Buckeye Valley (Ariz.) Review.
Winslow (Ariz.) Daily Mail.
Morrilton (Ark.) Herald.
Centinela (Calif.) Star.
Compton (Calif.) Telegram.
Crescent City (Calif.) American.
Nevada City (Calif.) Nugget.
San Clemente (Calif.) Herald.
Verduga City (Calif.) Tribune.
Denver (Colo.) Morning Post.
Bradenton (Fla.) Manatee River News.
Tallahassee (Fla.) Florida State News.
Telonia (Fla.) The Liberty Countian.
Hinton (Ia.) Progress.
Riverside (Ia.) Mirror.
Sheldon (Ia.) Polk City News.
Salem (Mass.) Sunday Tribune.
Iron River (Mich.) County Chronicle.
Floodwood (Minn.) News.
Kellogg (Minn.) Wabasha County Enterprise.
Minneapolis (Minn.) Minnesota Press.
Holbrook (Neb.) Lyre.
Mountainair (N. Mex.) Messenger.
Buffalo (N. Y.) Charles F. Miller Printing Co.
Middleport (O.) Herald.
Oxford (O.) Town.
Glendale (Ore.) Log.
Borger (Tex.) Borger Publishing Co., Inc.
Eastland (Tex.) Eastland County News.
Lovelady (Tex.) Star.
Panhandle (Tex.) News.
Presidio (Tex.) Border Times.
Ogden (Utah) Post.
Payson (Utah) Chronicle.
Madison (Wis.) News.
Rosholt (Wis.) Community Press.

REBUILDINGS; NEW HOMES; ADDITIONS

Gateway (Calif.) Gazette—To build.
Hollister, (Calif.) Free Lance—Bought new building.
Dedham (Mass.) Transcript—In new home.
Southbridge (Mass.) News—In new building.
Menominee (Mich.) Herald-Leader—In new home.
Three Rivers (Mich.) Commercial—In new building.
Circle (Mont.) McCone County News—In new building.
Danbury (Neb.) Sentinel—In new home.
Wayne (Neb.) Herald—Building new home.
Elko (Nev.) Free Press—In new quarters.
Jamestown (N. D.) Stutsman County Record—To build.
Akron (O.) Beacon-Journal—In new building.
London (O.) Madison Press and Madison County Democrat—In remodeled building.
South Solon (O.) News and Clarksburg (O.) News—Moved from South Solon to Clarksburg.
Rainier (Ore.) Review—In new home.
Aberdeen (Wash.) Daily World—To build.
Spokane (Wash.) Chronicle—To build.



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National Printer Journalist

Volume 45 Number 3

March 1927

25 cents per copy

$2.00 a year

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"Let Us Not be Weary In Well Doing ::

For in Due Season We Shall Reap, if We Faint Not."

EVEN the proverbial Two Peas in the Pod are different. Not two of us perceive the same thing in the same way; not one of us sees the same way two days running. None has yet filed a master key to success (or failure) for any one else; each must fashion his own ladder, and climb it himself. : : ***BUT, shine as a growing light for his fellows,*** the while! So shall there be reason for the hope of associated striving for "One sound Mind" among publishers and printers.

JOHN L. MEYER.

Publisher:Printer Experience Exchange

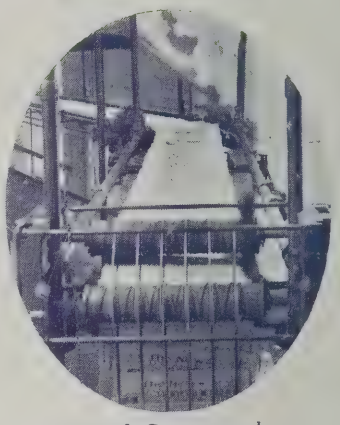
Published Monthly by TRADE PRESS PUBLISHING CO., 129-135 E. Michigan St., Milwaukee, Wis.
Entered as Second Class Matter, Milwaukee, Wis., Jan. 30, 1922, under act of Congress, March 3, 1879

News has the same value in any city

NEWS is just as much desired by "the man on the street" in Green Bay as in New York—and he reads the paper that brings it to him first.

News gathering associations get news to papers, big and little, at practically the same time. The smaller newspaper plant equipped with C-H Automatic Press Control can get news on the street equally as fast as any "big city" sheet.

The Green Bay Press-Gazette uses Cutler-Hammer Automatic Press Control as an important aid in getting news on the street first. This control gives pressmen on the "News-Gazette" quick, smooth, safe acceleration, ease of speed adjustment and instant stopping—all from a convenient push-button station. C-H Automatic Press Control handles motors and presses perfectly—saves equipment and eliminates motors from going out of service from mishap or mishandling. Hundreds of smaller newspapers are using this control. Write today and arrange for a C-H engineer to go over the details with you. You will not be obligated.



C-H Dispatch Conveyors take papers from the press to delivery room as fast as printed. The illustration is from the plant of San Francisco Daily News.

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JOHN L. MEYER
Managing Editor
Associated Staff
H. J. LARKIN, E. C. KRATSCH
GEO. A. JUST

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Vol. 45 Milwaukee, Wis., March, 1927 No. 3

HOW MUCH CAN YOU AFFORD TO PERSONALLY "MIX" WITH 'EM?

CITIZENS, BOARDS, COMMITTEES, BANKS POLITICS, CIVIC ENTERPRISE, ET CETERA?

From a National Symposium Prepared

By LaFayette Young, Jr.

Publisher, Des Moines Daily Capital
For the American Society of Newpsaper Editors

E. S. BECK
Managing Editor
Chicago (Ill.) Tribune

HOW much personal contact should the editor (and publisher and business manager, and so on) have with the civic, business and public life of his community? Does such participation endanger the newspaperman's chance of rendering faithful, honest newspaper service? Can he be a personal force in his community in civic, financial, aesthetic, charitable and industrial affairs and at the same time maintain the independence and fairness, the open-mindedness, the aloofness and the detachment that all editors see as an ideal? Can the editor hold political office and still write without bias on political issues? : : Can an editor serve on committees handling controversial subjects such as franchise fights and labor disputes?

POLICIES USED BY MANY

TO answer these questions, one must learn the views and the experiences of those who are conducting the leading newspapers of America. I have consulted a very large number of them.

The following newspapers, as I interpret their statements are against participation: Chicago *Tribune,* Minneapolis *Journal,* New York *Times,* New York *Sun,* New York *World,* Detroit *News,* Kansas City *Star,* St. Joseph *News-Press,* St. Louis *Globe-Democrat,* Baltimore *Sun,* Boston *Post,* Indianapolis *Star,* Omaha *World-Herald,* Los Angeles *Times,* Seattle *Times,* Philadelphia *Public Ledger,* Scripps-Howard Newspapers, New York *Herald-Tribune,* Jackson *Citizen Patriot,* Indianapolis *News,* Duluth *Herald,* Chicago *Journal of Commerce.*

HARRY CHANDLER
Publisher Los Angeles Times

A number of newspapers who believe in participation, but with reservations are as follows: Fort Worth *Star-Telegram,* Davenport *Times,* Minneapolis *Tribune,* Miami *Herald,* Nebraska *State Journal,* To-

peka *Capital*, Illinois *State Register*, Moline *Daily Dispatch* and Peoria *Star*.

Two newspapers that have made their position very clear as occupying middle ground are: Buffalo *News* and Chicago *News*.

Irwin Kirkwood, publisher of the Kansas City *Star* wrote:

"We of the *Star* do not hesitate to sit on boards of a purely public character, which, however, is generally done by me. None of us, however, and we are quite strict about this, sit on boards of private enterprises, with the feeling that we would be much handicapped as a newspaper if we did accept such positions. It would handicap us in giving publicity to organizations which were doing big things in our city and which we would want to commend, for the public might so construe such praise to mean that we were trying to boost something in which we were privately interested."

PAPER MUST STAY FIRST

MR. Dennis of the Chicago *Daily News*, sets out the position which may be characterized as middle ground:

"An editor's first duty is to direct public opinion to the best of his ability through the columns of his newspaper. My own opinion is that the editor errs if he makes his newspaper secondary to his outside activities in any ordinary circumstances, and whatever he does outside of his newspaper office should be done in part at least with the distinct purpose of putting more knowledge and understanding into his newspaper work."

COMMUNITY PACKHORSE"?

NOW, for a newspaper with the viewpoint that the editor is the packhorse of the community. Will Owen Jones of the Nebraska *State Journal* says:

"Our plan in Lincoln is to have as many of our people as possible take part in the affairs of the community. Practically all of our department heads belong to the chamber of commerce and our publisher has been a director and one time president of that organization. I am serving at the present time as chairman of the committee on co-operation with other clubs and in such capacity have the task of finding speakers as they are asked for by the smaller cities out in the state. Two years ago I served as chairman of a committee to celebrate the fiftieth anniversary of a chamber of commerce and gave considerable time to that effort for several months. One of my associates is a member of the library board at this time and another has served in the past as a member of the board of education. In a city of this size, it seems desirable to keep in touch with public affairs in this way. Most of us belong to discussion clubs and fraternal orders. Some of us are bank directors and have connection in some way with other corporations. Church trusteeship, work in the community chest, and all related efforts are permitted if not encouraged."

LOUIS T. GOLDING
Publisher, St. Joseph (Mo.) Daily News-Press

IRWIN R. KIRKWOOD
Editor, Kansas City (Mo.) Star

PRICE OF INDEPENDENCE

NOW, let's continue the evidence submitted by those editors who insist on freedom and detachment.

H. E. Newbranch of the Omaha *World-Herald* wrote:

"In the fifteen years I have been editor I have avoided to the fullest possible extent 'active personal participation in public affairs,' which includes service on 'boards, committees, etc.' it widens and intensifies the outside pressure of personal and other influences. It tends—such, anyhow, is my belief—to weaken independence, independent judgment and independent action. * * * I presume that every newspaperman's prayer is for God to protect him against the seductive influence of his good friends. Multiply them, mass them, and their influence increases in geometrical proportion. * * * I am, frankly, as a newspaperman, fearful of influence. I think it the greatest menace with which we have to contend."

OTHER POLICIES, BRIEFED

EXCERPTS from other replies on this weighty subject, here follow:

HERBERT BAYARD SWOPE, *New York World*—"We find we are free in helping or opposing public undertakings by accepting no official connection therewith."

E. S. Beck, *Chicago Tribune*—"It seems to me the paper is the proper and most influential channel for the newspaperman's civic and public efforts."

Harry Chandler, *Los Angeles Times*—"It has been my experience that a newspaper can render the best service without too close affiliation with any particular groups, boards, committees and the like."

C. B. Carberry, *The Boston Post*—"It has seemed evident to us that our influence would be weakened by active participation in public affairs."

J. H. Adams, *The Baltimore Sun*—"It is not in human nature for a man, after working in intimate personal touch with his fellows, to criticise their joint work, even though such criticism might be desirable in the public interest."

C. B. Blethen, *The Seattle Times*—"It is my personal opinion that no editor or publisher should serve on boards of any kind. I think that he should participate in public activities in two ways: first, in print, and, second, behind the scenes."

Louis T. Golding, *St. Joseph (Mo.) News-Press*—"I am so thoroughly convinced that independence, political, commercial and social, is of such vital consequence to a newspaper that I have refrained from membership in all fraternal bodies, hold no stock in any bank, nor in any local commercial concern, and have of deliberate purpose personally held aloof from community action."

H. V. Jones, *Minneapolis Journal*—"I make a rule on the paper to accept no appointments on committees, civic or otherwise."

George E. Miller, *The Detroit News*—"My own feeling has been always that the editor of a newspaper trying to serve an entire community and everybody in it equally and fairly, and of course intelligently, should have no connections whatsoever with boards, committees, and other activities of either public or private nature."

Ogden Reid, *The New York Herald-Tribune*—"It may be that he can associate himself with committees dealing with public questions without handicapping his newspaper. The less he talks on subjects which he does not have to discuss the freer he is to express his real opinion when it is important to have an unbiased statement based upon the latest available information."

CHARLES H. DENNIS
Editor, Chicago Daily News

C. M. Morrison, *Philadelphia Public Ledger*—"We endeaver to keep in personal touch with such affairs and such movements in order to keep accurately informed, but that is the extent of the contact that we feel to be either wise or permissable."

T. J. Dillon, *The Minneapolis Tribune*—"It is my personal conviction that an editor should seek all the contacts on boards, committees, etc., except purely political. * * * I think the more first hand contacts an editor has, the better qualified he is to pass judgment."

Amon G. Carter, *Fort Worth (Tex.) Star-Telegram*—"It never hurts a newspaper to become closely identified with the growth and development of its city and community which required both personal and editorial co-operation."

F. M. Stoneham, *The Miami (Fla.) Herald*—"It has always appeared to me that the editor of a paper should be associated with every public movement and should serve on such boards and committees as his time and ability permit."

Charles H. Sessions, *Topeka (Kans.) Daily Capital*—"I desire to say that it is the policy of this paper to have its editors make all the contacts possible with the public even if it requires some sacrifice to do so. A newspaper, as you know, is the pack horse of the community and

By LUTHER BURBANK, in "The HARVEST of the YEARS" : : : :

I BELIEVE in the IMMORTALITY of INFLUENCE. In my opinion it is the one sure, certain, permanent, eternal thing we can know positively anything about. It is in our own keeping and possession; it is ours to make what we will. It is given us as the greatest and most potent gift of all our benefits and possibilities; we can strengthen and enlarge it by thought and study and care and the right heart, or we can dissipate and misuse it, and so weaken it and ourselves and the race, until we are negative and worthless and a load on the backs of our fellows. Your influence is your birthright and your epitaph. It can make you ephemeral, inconsequential, or it can sing through the years.

CAN "CONTACT" BECOME "CONTAGION"? HE SUMS UP: "PARTICIPATE SANELY"

its editors have to participate in about everything that comes along."

BERNARD W. WYNKOOP, *Jackson, (Mich.) Citizen Patriot*—"It is one of the rules of our organization that none of its executives or employes shall accept public political offices or take a direct part in politics. As to civic movements, each endeavors to play his part, providing that it is not a prominent one in the public eye."

V. Y. DALLMAN, *Illinois State Register*—"I do not accept positions on many committees in this community, such as the tree commission, planning commission, election commission, railroad unification committee and similar organizations, the purpose of which is to develop a greater, better and more beautiful city. * * * I am at present president of the Springfield Rotary Club and a member of the Inter-Civic Club Council, believing that this shows a practical as well as theoretical interest in civic affairs which I believe to be as impressive, effective and salutary in its effect as the writing of editorials and the printing of news. It is the direct antithesis of the theory of 'let George do it.'"

L. R. BLACKMAN, *Moline (Ill.) Daily Dispatch*—"My thought is that the editor of a local newspaper should actively identify himself with the civic life of the community, but that he should never accept political office."

JOHN H. KELLY, *The Sioux City (Ia.) Tribune*—"Up here we feel that it is important to keep in close contact with the public in every forward looking movement, though we aim not to do so much outside work that it causes neglect of our business."

LAFAYETTE YOUNG, Jr.
The Des Moines (Ia.) Capital

FRED E. STERLING, *The Rockford (Ill.) Register-Gazette*—"My editorship of the Register-Gazette has not prevented my taking a rather active part in civic affairs and politics for a good many years. I served as an alderman in Rockford for a dozen years. Then I served two years as state treasurer and am now serving my second four-year term as lieutenant governor of Illinois. I have never permitted my newspaper to become the organ of anyone. We have always boosted the Chamber of Commerce, but have kept off committees dealing with franchise fights, strikes, school problems, etc.

"CONTACT" vs. "CONTAGION"; MR. YOUNG SUMS UP

IT is clear from these statements that the nays have it and that the editors as a classification do not consider it wise to mingle with the crowd. Some editors evidently think the word "contact" is synonomous with "contagion."

In concluding let me make two observations. *First*: All editors agree in the desirability of avoiding all controversial contacts. *Second*: Nearly all agree in the wisdom of contacts that produce knowledge and lend aid to human appraisals.

Finally, I think no one will dispute the fact that editors generally maintain their editorial freedom and independence. The public believes in its editors. The public likes to think that the editor knows intimately what he writes about; that he occupies the center of the stage as an actor in the big drama of life, and while it is admitted there is embarrassment involved in personal contacts, the objective warrants the sacrifice. I believe there is a sane degree of participation which must be helpful to the editor, helpful to his newspaper and helpful to the territory served.

"WHAT THE PUBLIC WANTS"; For EDITORS

IN A Texas city lives a young newsboy who may some day be a leader in a new school of editorship. He has at least the makings of a remarkable psychologist. The other day he tried vainly to dispose of his wares. He shouted the lures of the latest scandal, he waxed eloquent on the latest murder, he painted a livid picture of the latest "love" case. But no one bought. The public, apparently, had wearied of its daily diet of dirt. Suddenly the boy had a flash of inspiration. He scanned the paper for something he could consider worth-while. Then: *"All about the big bargain sale."* Five minutes later his supply of papers had been exhausted.—*Dearborn Independent.*

A SUCCESSFUL CAREER consists of being able to help provide the people with what they need in their relationship with each other.—CALVIN COOLIDGE.

FAULT FINDING doesn't help. Show gently and kindly how it should be done.—A. W. FELL.

L. R. BLACKMAN
Editor and Secretary, Moline (Ill.) Daily Dispatch

V. Y. DALLMAN
Managing Editor, Springfield (Ill.) State Register

THREE WEEKLIES on OVERHEAD of ONE

The Johnsons, Father and Son, Succeed With Remarkable Business Down in Ohio

By NORMAN J. RADDER
Associate Professor of Journalism, Indiana University

THE world honors the man who makes two blades of grass grow where only one grew before. The world of journalism, surely, is interested in the achievements of the publisher who finds a way to produce three weekly papers with the same number of employes originally used for one paper.

Three years ago J. W. Johnson and his son, Paul, with the assistance of a daughter and two employes were getting out the Circleville (O.) *Watchman* once a week.

Today the personnel is the same but there are two more papers, the Kingston (O.) *Tribune* and the Adelphi (O.) *Herald*.

The Johnson policy is this: *When you buy a paper, add, not employes, but equipment, thereby increasing efficiency and cutting down overhead for all papers in the chain.*

When the Johnsons bought the Kingston *Tribune* in 1924 they sold their old Babcock press and bought a Goss Comet. When they started the Adelphi *Herald* a year ago they bought a new Csm Intertype.

They are planning to buy two more papers in a short time.

HERE are the "high-spots" on the plan as it was given to me recently when I visited them to get first-hand information:

1. *All three papers are produced from one central plant in Circleville.*

2. *In both the other towns the Johnsons maintain a small job shop for the convenience of customers. The shop also serves as the branch office of the chain.*

3. *While some news and advertising runs in all three papers, yet most of it is different for each paper and thus each has a distinct individuality.*

The subscription price for each paper is $1.50. The population of Circleville is 7,400 and the circulation of the *Watchman* is 1,800. Kingston, a village ten miles south of Circleville, has a thousand inhabitants, and the *Tribune's* circulation is 1,150. Adelphi, 15 miles south-east, boasts of 500 residents and about that many *Heralds* are distributed every week.

GENERALLY the editorial page and two others are the same for all three papers. One entire page is devoted to editorials and editorial features. Country correspondence and general county news runs on the other two pages that go through all editions.

Three big advertisers in Circleville use all three papers every week. Sometimes there are six or seven quarter-page ads that run in all papers. Sales announcements generally run in all of them. Since Kingston and Adelphi are in Ross county of which Chillicothe is the county seat, many Chillicothe merchants advertise in these two papers. Paul Johnson goes to Chillicothe every Monday to solicit.

Page 1 is completely changed for every paper, local news of each community being played up in every case. Every effort is made to give each paper a distinct individuality and to make it look different. *While there is standardization of method, there is no standardization of product.*

In order to facilitate exchange of name-plates, mastheads, and folio

PAUL A. JOHNSON

J. W. JOHNSON

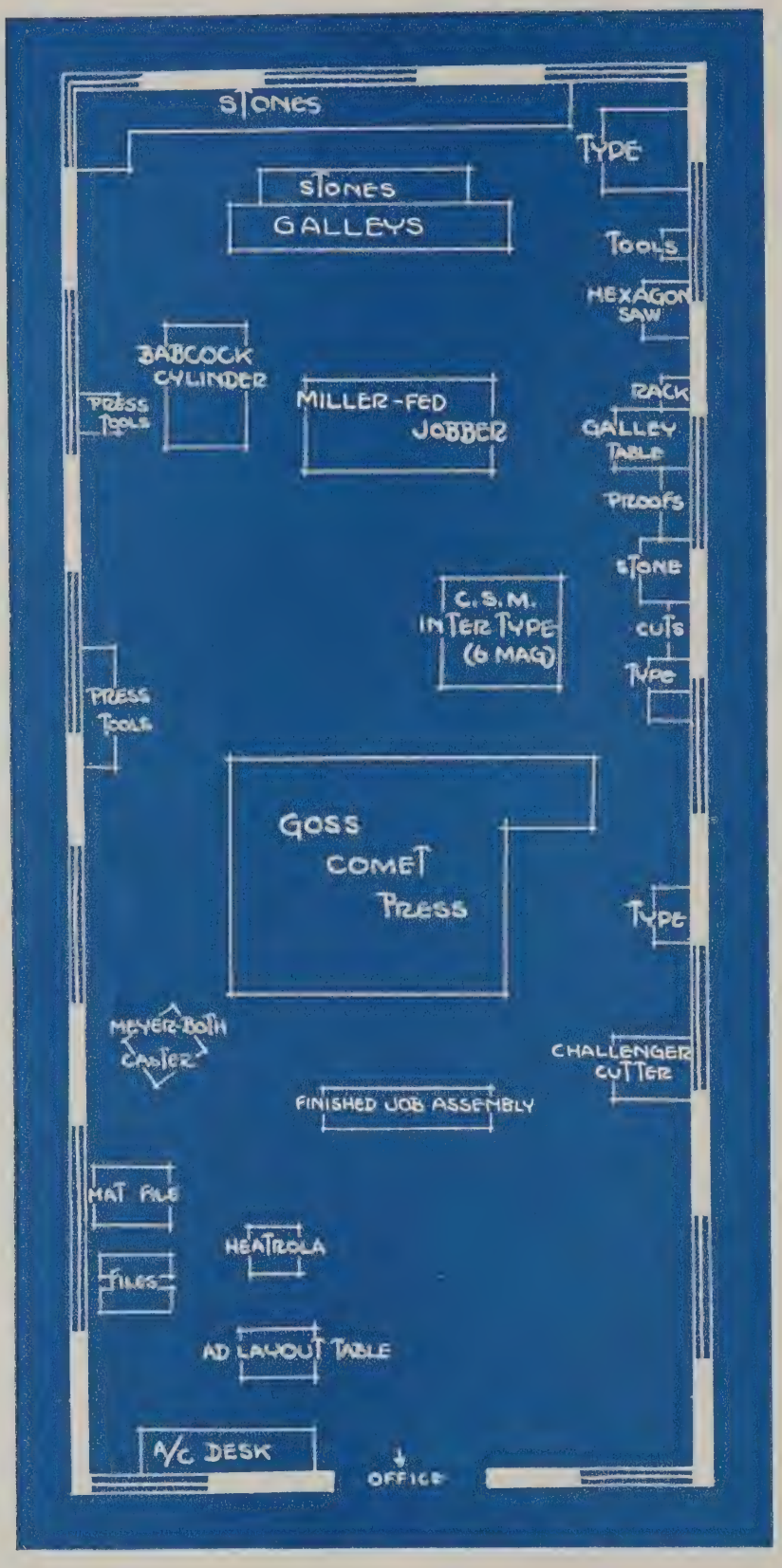
lines, all are set on slugs of uniform size so that the interchange can be made quickly. Nothing is overlooked to make each community feel that it has a paper that is absolutely its own. Each paper has its own letterhead. Bills for Kingston advertisers are sent out from Kingston office, bills for Adelphi from the Adelphi office, etc. Kingston advertisers are billed on pink billheads, Adelphi on white, and Circleville merchants get theirs on canary, once a month. Each paper has its own slogan under the masthead.

A SYSTEMATIC division of the week between the three papers is made. All day Friday the Intertype is kept going on job work. From Saturday to Wednesday noon the operator sets up news and ads for the Circleville paper. The *Watchman* is published on Wednesday evening. From Wednesday noon to Thursday evening the Kingston and Adelphi news is set up. Everything from 8 to 24 point is set on the Intertype.

The Kingston office is in charge of Effie Richter who gathers news, sets ads, and runs off job work. The equipment in Kingston consists of type and a job press. There are seven advertisers in Kingston and it is considered a good advertising town. There are three grocers there, and all advertise.

The Adelphi plant is in charge of Oledo Congrove who writes news, keeps books, and solicits ads. Miss Congrove expects to learn to run the job press in the office so that the Adelphi branch may then offer the same quick service that the Kingston shop does.

All the ads for Kingston advertisers are set in the Kingston office;



THREE-PAPER COMPOSING ROOM of the JOHNSONS
Here Are "The Works" of the Circleville (O.) Watchman, the Adelphi Herald, and the Kingston Tribune

Mr. Johnson has devised a special kind of galley to carry the ads back and forth from Kingston and Circleville in a Ford. The galleys were made out of sheet iron by a Circleville tinner. They are 18 inches wide, two feet long, and an inch high and will accommodate four quarter page ads. Full page ads are generally carried in the chases. The galleys are so rigid that there is no danger of piing the type. Six or more are piled on top of each other in the seat of the coupe.

A complete line of school supplies, stationary and typewriters is carried in each office. A big business in Christmas cards was done last year. Typewriters have proved a profitable sideline.

WHILE the Circleville *Watchman* is printed on Wednesday, the Kingston and Adelphi papers are printed on Thursday. (Both at the Circleville plant, as previously explained.) As soon as they are printed the papers are brought to the Adelphi and Kingston offices where they are mailed out by Miss Richter and Miss Congrove. The free in the county mailing privilege applies to both towns.

Merchants and subscribers in Adelphi and Kingston appear to be perfectly satisfied with this arrangement.

If a job is too big for the Kingston or Adelphi shops, it is sent to Circleville. The trip from either place can be made in about 20 minutes.

At the fourth annual newspaper show at Ohio State University in 1926, the *Watchman* was awarded the first prize for its editorial page. Editors who are interested (as every editor should be) in making editorials both easy to read and worth reading should send for copies of the *Watchman*. Large type and wide measure together with attractive length and titles invite reading. The editorials are written by J. W. Johnson. The paper has also won first mention for local news. The Kingston *Tribune* won first prize for its editorial page in 1925.

Ten country correspondents contribute to the three newspapers. Mr. Johnson has found that a present of $2 at Christmas is more welcome than a gift of an article.

ONE solicitor—Clyde Michael—is employed for the three newspapers. Mr. Michael is paid 75 cents for each new subscriber. When Kingston observes its annual Dollar Day in September, the *Tribune* goes in also and new subscriptions and renewals are sold for a dollar. Mr. Johnson has observed that about a third of his subscribers take advantage of the low price to renew.

The Meyer-Both advertising mat service is used, and Mr. Johnson finds that Buy-At-Home pages and Christmas shopping pages with 50

BUSINESS MEN IN a NEIGHBORING TOWN MEET PAPER HALFWAY IN NOVEL DEAL

or more names are easily sold. Mr. Johnson writes most of the ads. In Kingston for instance, there are seven advertisers and only one writes his own copy. There is a combination advertising rate for all three papers, and an individual one for each.

In the national field, advertising is solicited for each paper independently of the others. Mr. Johnson has noted that agencies seem to know just what coverage they want and he does not believe it advisable to try to coerce them to take on all three papers when they may want only one.

Editorial campaigns in the *Watchman* against peddlers have aroused considerable interest among the merchants and several clip their trade journals and submit clippings of anti-peddler propagandas for publication.

SINCE the Johnsons make several trips a week, between Kingston, Adelphi and Circleville they have gradually started a sort of informal delivery service for subscribers and merchants. They will deliver articles of merchandise and anything that some person in Kingston may wish to send to a friend in Circleville, etc. They have found this service a tremendously effective good-will builder. Whether it will expand to the point where it might become a burden still remains to be seen.

One of the interesting effects of the chain ownership is the extension of the trading radius of Circleville merchants. Nearly all report business from Kingston and Adelphi which they formerly did not get and which persumably went to Chillicothe. A Circleville furniture dealer who is a consistent advertiser reported the sale of six Heatrolas at $150 each to Adelphi people.

The three newspapers are produced with a staff of five—really only four full-time workers. This staff includes J. W. Johnson, editor; Paul Johnson, son of J. W. Johnson, business manager, advertising solicitor, printer, pressman, and anything else needful. Miss Carrie Johnson, bookkeeper; Miss Goldie Noggle, machine operator; Azel Laughlin, ad builder, job printer, and pressman. J. W. Johnson is frequently absent from the office indulging a hobby for traveling. Miss Johnson is only a part-time employe.

Virtually no overtime is necessary to produce the three papers. Work is so distributed over the week that this is unnecessary. During Christmas the *Watchman* ran 14 pages, the *Tribune* 10, and the *Herald* 6. This total of 30 pages, was produced without overtime and with no crowding.

The mechanical equipment consists of a Goss Comet press, a Csm Intertype, a Babcock cylinder press, two job presses, one with a Miller feeder, a Hexagon saw, a Meyer-Both caster, type, etc.

HARRY S. WEBSTER

President California Newspaper Publishers' Association; Business Manager of the San Bernardino Sun and the Telegram.

FOLLOWING a vow, unanimous and vigorous, to make it impossible for "free publicity graft" to enter the columns of members, and also a change in name from the Southern California Editorial Association to the California Newspaper Publishers' Association, in order to open the whole state to the advanced services developed under Field Manager Ben H. Read and co-workers, the "Golden State" newspapermen elected Mr. Webster as president. He got his early training in the East, and is now handling two newspapers, the *Sun* published mornings and the *Telegram* evenings. Last year Mr. Webster was vice-president of the S. C. E. A. and head of the dailies in that body, developing a complete system for cost-finding for the membership, after a national investigation. He is president of a chain of drug stores, past exalted ruler of the Elks and a Shriner.

THE Adelphi paper was started and financed in an unusual way. The story may be of interest to readers of *NPJ*. Adelphi is in Ross county, just over the line from Laurelville in Hocking county. Although the combined population of both villages would hardly exceed one thousand, rivalry is keen and one hamlet is quick to imitate any progressive movement in the other.

About two years ago Adelphi had a newspaper and Laurelville did not. The printer-publisher was lured away from Adelphi and induced to move his shop down the hill to Laurelville, and Adelphi found its only print shop serving the rival "metropolis."

This would never do, Adelphi merchants decided, and tried to get another printer. Failing in this they asked the Chillicothe papers what they might do. A page a week was the best they could get there. Then they turned to the Johnsons. The Johnsons, however, could see little in a village of 500 to interest them. The Adelphians, however, persisted and finally the Johnsons made this proposition at a civic meeting attended by nearly everybody in the town:

Adelphi citizens were to raise $1,000 and lend it to the Johnsons for five years with interest at 6 per cent. This would be used to buy equipment for the Adelphi shop and to get the paper under way. If the paper was a success, the money would be repaid at the end of five years. If at the end of one or two years the paper was not a success, then the Adelphi stockholders were to take over the shop and sell the equipment for what they could get for it. At any rate, the Johnsons would have no financial responsibility for any losses.

Free rent for a year was also in the contract. After the first year they are to pay $8 a month for a large room in Adelphi's newest business block.

The paper has been running a year. So far it has been successful.

ANNUAL DUES of $50 per Linotype have been suggested, together with a combination of all Florida press associations into one central body.

IF YOU want good competitors, be one!—J. L. M.

AND ON the SEVENTH SHALT THOU REST

Or, How'd You Like to Be Executive Of a Press Association, Now-a-Days?

By G. D. McCLASKEY

IT'S Sunday morning. Snowing; wind blowing; cold. Field manager decides not to go out.

Spends most of forenoon reading papers—two Sunday dailies and a dozen weeklies from out in the State that did not arrive until last mail delivery Saturday.

Pencil-checks numerous interesting paragraphs and articles, and saves checked papers for future reference.

Starts thinking about a lot of things that must be done during the week. Just *lots* to do! Glad there are no urgent trips to make, so can put in busy week at the desk.

11 o'clock. Tunes in on radio and begins listening to morning church service. Preacher is making good talk. Getting interested in sermon. *Telephone rings.*

SHUTS off radio and answers phone. Learns that editor out in the state who thinks there is something wrong with him, has come in to see a specialist about it; he may have to sell out on account of his health; anyway he will drop around some time during the afternoon; or, maybe, not until evening; to talk things over. All right.

Tunes in on radio. Church is out.

Looks at Sunday papers again to see if anything was overlooked first time. Guesses not, so picks up comic section to look at until dinner is ready. *Telephone rings.*

Same editor wants to know if there are any new rules regarding amount of annual dues in association, but never mind; will find out about that when he drops in some time in the afternoon, or perhaps in the evening. All right.

Dinner is ready. Eats dinner.

LOOKS out window. It's quit snowing and blowing and sun is out. Thinks might be able to take the old bus out and ride around a little and forget the week's work. Only thinks about it, as editor who phoned a couple of times may drop in most anytime now.

Decides to jot down a few notes to use in preparing copy for next state press bulletin. Jots 'em down.

Recalls promise made to write an article dealing with the country publisher's attitude toward special representation in the advertising field. Tries to think of a lead. Decides that the attitude of a few publishers is all right and that the rest of them haven't given the matter any thought. So decides to write an article setting forth his own views of the matter. Writes a dozen sheets of good stuff, which may never be printed.

Thinks he better sort over some letters as maybe some of them should be answered before Monday. Starts sorting. Finds that most of the letters not answered have something in them about oranges. Decides not necessary to take time on Sunday to answer them, since warning was printed in last state press bulletin and, anyway, advertiser has been arrested by government. *Telephone rings.*

Same editor who phoned before says he is coming right over.

Just sort of waits for him to come. *Telephone rings.*

Takes up receiver as he did on previous occasions and says hello. Same editor says he has decided to wait until evening as that will give more time to talk things over. All right.

CHALLENGED!

HENRY BOTSFORD

(*Burroughs Business Magazine*)

ALL commercial organizations, it is reasonable to assume, are started and supported by persons who place their faith in the Aesopian fable of the bundle of sticks that broke so easily when each stick separately was subjected to strain, but which resisted pressure when all of them were tested together as a single unit. In union there is strength.

And now may I venture a prophecy? *I predict that the time is coming when all commercial organizations will be compelled to justify, frequently and truthfully, their aims, their actions, their very existence.*

G. D. McCLASKEY

Assisting Ole Buck, Field Manager of the Nebraska Press Association in Legislative Affairs and N. E. A. 1927 Convention Preparations : : Formerly of the Capper Publications

STARTS looking over letters again. Decides may as well answer some of them. Writes thirteen letters. Seals and stamps all but last one, which is answer to editor who thought he had something to kick about. May not mail it. Lays it aside and will look it over tomorrow. If it reads all right then, will mail it; if it doesn't, will write another one.

Looks at watch and learns that it's five minutes after six. Thinks it's about time for the Sunday evening lunch and decides to inquire. But *telephone rings.*

Long distance calling. Editor way out in the state says going to have big meeting of commercial club Friday evening and going to invite in all the editors of nearby towns and it's very important that the Sec. be there. All right.

Investigates matter of Sunday evening lunch. Eats, but sort of lacks enthusiasm.

Just gets up from table when editor who phoned four times arrives. Usual greetings. Start talking. Keep on talking. Talk not benefitting either one. Editor departs after entertaining Sec. more than four hours.

IT'S way after midnight. Decides to go to bed to enjoy Sunday rest. Goes to bed.

WILLIAM FEATHER — The trade association that consciously promotes a feeling of pride among its members is contributing to the well-being of the nation.

When SMALLER MERCHANTS Balk ON NEWSPAPER ADVERTISING

What Do You Do?

Here are a Few Good Leads

By DICK PUGH

BEING able to anticipate a dealer's objections, or not being able to, marks the point where one sells an advertisement, or does not. The modern department stores know the value of newspaper advertising, and in their budgets certain appropriations are set aside for buying newspaper space. Efficiency experts advise the *rural* merchants to set aside a certain sum, based on sales, for newspaper advertising, but how many merchants in the smaller communities do this? I know of one, and he is not a citizen of my home town. Here is a situation met in every small town by the publishers of weekly newspapers, and one which requires a complete assortment of arguments to meet every objection.

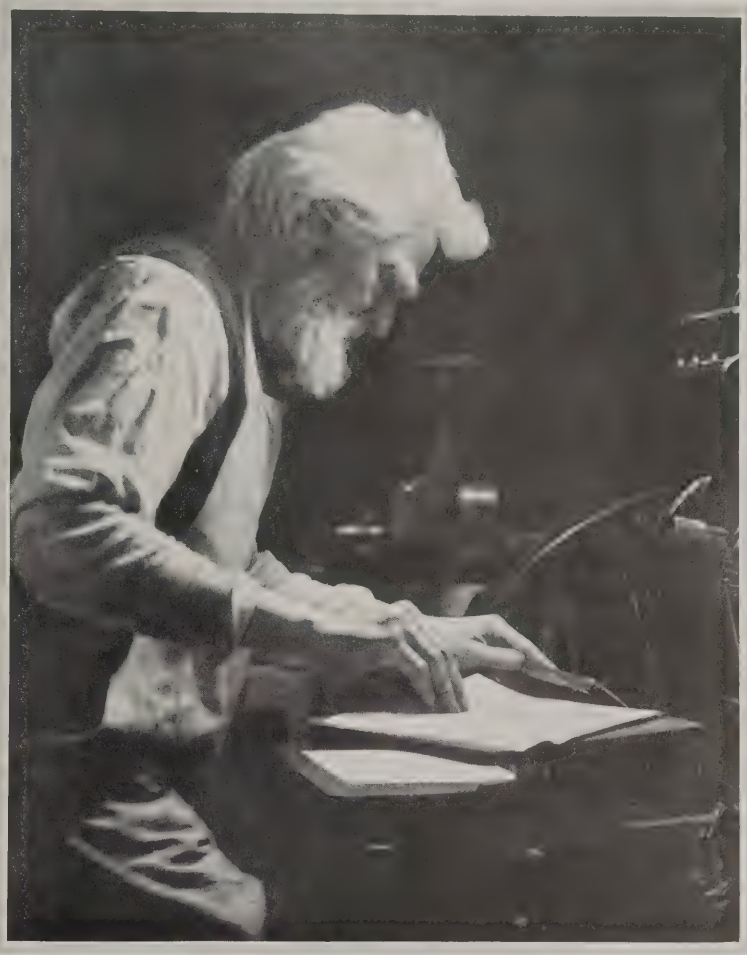
The greatest argument is *results*.

Too many non-advertisers or occasional advertisers classify advertising as an expense instead of an investment, and not too infrequently this is true.

"ONCE-A-YEAR" AD RESULTS : :

EACH year we devote a page or two to Christmas and New Year greetings. Our attention has been called by subscribers, and even advertisers, to the fact that such and such a dealer's greeting was not found.

This class of advertising has its value indirectly—but it does not serve to prove the value of advertising. Those using this form once a year *know* that they cannot expect to receive direct results, yet they base their estimate of the value of advertising on one such advertisement. *Our problem is to get our merchants to follow out a program of consistent, intelligent advertising.*



"AN OLD PRINTER"

Copyrighted; Photo by Hine, from Ewing Gallaway, N. Y.

We have not found the method of convincing the general stores that a definite program, backed by a definite appropriation, is the only system to inaugurate. We succeed on occasion in getting advertising from the merchants, and when the advertisement has something to interest the public we know good results are produced. They have told us this several times.

The merchant who is the most steady advertiser seldom has an advertisement which contains a message worthy of attention, but he is apparently getting results. If we could get him to offer a very limited number of attractively priced special sales each week, following out the idea of the chain store advetrising, we are sure that he would soon have the bulk of the business, and the other merchants would become steady advertisers as well.

We make a tour of the business section weekly to solicit advertising and we strive to co-operate with the dealer in making his advertising effective. We feel if we can produce results we will in time convert him to regular advertising. But we can only do this when he will permit us. *He cannot expect results unless he has a message* for the buying public.

HERE'S A "HARD ONE" : : : : :

WE occasionally meet with objections which cannot be offset by argument on our part. For instance—one of our dealers employs two of his sons—one at a figure which would have to be

Why Certain National Advertisers, Seeking Dealer Co-Operation Locally, Have Fallen Down on the Job

doubled in order to get a man to take his place. The dealer has spent his entire life in the community and many of his ideas are colored with the influence of lumberjack days. One of the sons is interested in the business and would be a regular advertiser were it not for his father.

The old gentleman doesn't carry any insurance protection and looks back at the big saving he has thus effected. He views advertising somewhat in the same light, with the added idea that they now have as much business as the three can handle. To get more business would necessitate hiring another clerk. What disadvantage this would be, we cannot and do not pretend to know.

Here all argument fails, as he knows his business would increase if he advertised. We do get an occasional advertisement from him, through his son, however.

MEETING "COST" OBJECTION :

WE meet often with arguments of cost of newspaper advertising, which we admit; but, compared with other forms we claim that the newspaper advertising is the best and the cheapest. Every newspaper man knows the facts.

A newspaper has one *real* talking point, just as has any other commodity. A merchant must sell his goods on quality. A piece of woolen goods should not be sold on price alone. Value should be and is the basis. One piece of goods may cost more than another piece of similar color and weight, but the wearing quality in the first is much better and endures the wear and strain of hard usage. The better quality offsets the difference in price between the two pieces. Likewise, an advertisement must measure up to a standard producing results in order to be convincing to the *advertiser*. To meet these conditions *the newspaper must have the co-operation of the dealer and make use of the best ideas in typography and newspaper make-up*. If we, as newspaper men, do this, we will dispel objections of price and results.

This one point is sufficient reason for meetings of the press associations and for holding contests.

A newspaper must be attractive mechanically as well as editorially to be an effective advertising medium of unquestioned worth.

DICK PUGH

Luck (Wis.) Enterprise
Northland Printing Co., Inc.

NATIONAL BRANDS, LOCALLY :

AS A rule, a small town merchant carries a varied list of articles sold under a nationally-known brand. Many of the manufacturers urge the local dealer to stress their particular commodities in the advertising, offering assistance in one form or another. One objection we look for in soliciting the dealer to follow out this plan is that the dealer cannot afford to run separate advertisements for each and every line carried—the cost would run too high.

The manufacturers lack vision as to what it means to dealers and they lack a comprehensive and well laid plan to assist the dealers in giving each line of goods publicity. *The dealers' point of view must be considered.* In advertising any particular line the dealer is subordinating his own business and his own personality. The brand of goods is the thing which is being given the benefit. A dealer may create a demand for a certain article to such an extent that competing brands find difficulty in finding a market; then, for some cause, the manufacturer finds it convenient to change dealers. Who loses?

In the past three or four years a number of large manufacturers have tried out various plans of localizing some of the advertising. Many have missed the mark, I believe, because they have lacked the quality of appearing of mutual benefit.

There is not a sufficient personal contact between the local dealer and the advertising department of the manufacturer.

The local advertising of the Ford Motor company finally died out—the distress experienced by so many publishers and dealers foredoomed the plans of the company.

The Chevrolet Motor company is today successfully carrying on its original plan. Contact is maintained between the advertising department of the company, the local dealer and the local publisher. The budget is carefully and satisfactorily administered. Disputes and conflicts are quickly adjusted.

THIS ONE HITS THE BALL : : :

THE Seiberling Rubber company has enjoyed a phenomenal growth in the few years of its existence. It does not attempt to sell goods on a price basis, which all the more emphasizes the value of its plan of assisting the local dealers.

Dealers are encouraged to spend a certain amount in advertising—newspaper space preferred—based on the sales of the preceding year and the prospects of the current year. The company pays one-half of the cost of the newspaper space, furnishing all copy and illustrations; it plans the campaign, suggests the kind most suitable to fit the local conditions, and then often runs advertisements in the local paper independent of the dealers' contract. Usual restrictions are not enforced by the Seiberling company, leaving the dealer free to mention other lines carried. A representative of the advertising department spends as much time assisting the local dealer in planning the advertising campaign as the sales department representative spends selling the dealer goods.

The Seiberling company's policy is well founded and successful, the company having increased its volume of business 50 per cent each succeeding year since its establishment, we have been told.

If all manufacturers would follow out such plans much of the time of publishers would be saved from anticipating dealer objections and figuring arguments to off set them.

MULTIPLY the number of executives in a plant by 100 square feet, and subordinates by 50. An association bulletin says that the total will show all the *office* space you really need.

Haven't you forgotten SOMETHING!
A Check for $_____
to cover our last statement.
Thanks
1
We Will Appreciate A CHECK!
Enclosed find check
To cover our last statement of $_____ Won't you please respond to this friendly reminder?
Thanks
2
We're Still Looking For Your Check
to cover our statement of _____for$_____
We feel sure that we can count on you for a remittance by return mail.
3
OUR STATEMENT
STILL REMAINS UNPAID
Won't you tell us frankly why it has not been taken care of—or—sit down and write a check NOW!
Thanks
4
The Last Mail
Has Arrived—
We were disappointed because of your failure to send a remittance to cover our statement of_____ for $_____
We must insist on a check by return mail
U.S. MAIL
5
Please Phone Us
IF THERE IS SOME REASON
Why our statement is not in line for payment. Or—send us a check to cover this amount now_____days overdue.
6

SERIES of WALTER'S STICKERS that GET the CASH

They Are Shown Here in the Order of Use : : Main Heads Are Run in Red, Remainder in Strong Blue

TO GET THE MONEY WITHOUT A RAZZ

This Experience-Story by a Printer With Good Collections Will Help You

By RICHARD C. WALTER

THERE are many ways of collecting overdue accounts. Some business men, of course, hold that no plan of any moment can be built around any other idea than one that "gets the money" irrespective of the method employed in the getting of it. It must have been such a man whose palm itched for the almighty dollar who wrote the following:

"GENTLEMEN:

It has been brought to my attention that there is a balance of $7.50 due on your account.

We can't understand why a firm of your standing should allow a balance of this kind to remain unpaid for over four months. We can't afford to spend the time trying to collect such small amounts and must insist on a check by return."

It was dictated by the writer's emotions and not by his business judgment. The inactivity of many a good account dates back to the time when the representative head of the firm thus addressed opened and read just such a communication.

COUNT ALL THE REAL COSTS : :

A BUSINESS is made up of customers — and customers are sensitive. A customer lost can *never* be replaced. If you *do* get another one, it simply means that you should have had an *additional* customer.

You may collect 95% of all your outstanding accounts promptly but *what did it cost to do it?* What did it cost in lost business? Are you paying for the upkeep of a collection graveyard?

It is no argument to say that you don't want slow-pay customers on your books—that they are unprofitable. Every slow-pay account was at one time a *prompt* pay account, with few exceptions, and the deadbeat was once a good customer, otherwise he wouldn't be on your books. The point, therefore, to consider is *how good a customer he might have been if he had been educated to pay promptly*—helped instead of dunned.

A different approach, a different kind of appeal, a more helpful attitude might have produced a different result. Changing conditions require changed tactics to meet them. The "stop-look-listen" signs at railroad crossings are a good example of this. These signs have been in use for over thirty years and yet investigation a short time ago showed that deaths from violent and avoidable collision at railroad crossings were mounting at an alarming rate.

The railroads decided to try a new appeal, and so they adopted a *new* slogan, which reads: "Stop—you may lose." It has one virtue. It is *new.*

Most collection methods irritate. They actually build a wall of antagonism between the creditor and debtor where friendship should be.

Of course a deferred obligation can't be treated as a joke. Care must be taken that the debtor doesn't mistake friendliness for leniency. But there is a *human* method—a method that is result-getting and where the combination of ideas used is calculated to bring the greatest possible pressure to bear with an inexorable follow-up that is courteous, but which never loses sight of the fact that there is a bill to collect. Such a method will be described later on in this article.

LET'S ANALYZE PROBLEM : : : :

MEANWHILE let us analyze the situation as between the customer and his creditor. Obviously the customer has the advantage. The goods are in his possession or he may have disposed of them. He knows just as well as you do that to force collection by legal means is both tedious and expensive.

We have heard a great deal in times past about "buying resistance," and "selling resistance," but how about its twin brother, "paying" resistance? It's just as real. We must find a way to turn "buying" resistance into paying desire.

The man who owes you must think that he is paying his bill *voluntarily.*

Therefore, we must do something more than merely mail the debtor a statement on the first of each month. The debtor doesn't like statements. *You* don't and I don't. So we must remind him oftener than once a month, but he mustn't be conscious of our insistence. He must, how-

ever, be made to realize the importance of paying our bill promptly and in preference to others he may owe.

This is just where most collection methods fail. *They are too obvious.* They lack the *human* appeal. The debtor feels that his name on your books represents simply so many dollars.

The idea of inducing the debtor to pay up and pay pleasantly is the basis of a series of little notices that get the money and help build business at the same time. *Most financial problems revolve around the regular customer who pays his bills irregularly.* You can't afford to offend him. He's your bread and butter.

An appeal to him that you "need the money" is fatal. It places you on the defensive. The fact is he has borrowed the face value of your invoice for thirty or sixty days without interest. No bank would lend him money on that basis.

Many customers seem to think that you should be mighty grateful that they gave you the business in the first place. *This attitude is usually the result of laxity in the proper enforcement of credit terms.* A consistent follow-up started immediately after the account is past due, expressing good will while tactfully suggesting payment, will act as a lubricant and get a check.

NOT a LETTER, but a STICKER :

THIS is the idea behind the method now being used by the writer. It consist of a series of appeals that unlock the purse. *They take the form of little two-color stickers that are attached to outgoing statements.* They embody ideas tested by credit men of wide experience, and exercise the greatest possible amount of pressure without offending the customer.

Color and illustrations are used to give life and interest, and the debtor is always "in the picture." A writer once said that if he wanted to sell a man a picture of Niagara he would take a photograph of the falls with the man in the foreground.

So there's a psychological twist about the appeals used in these stickers which compels action. There's a friendly compulsion, yet soothing—nothing to ruffle a man's temper under the urge of sending a check now.

By being human and getting away from such phrases as "please remit at once," or "your account is long past due," and other hokum which antagonizes the customer, the method pours oil on the troubled waters and gets results.

The first sticker goes out on the twentieth of the current month. By waiting till the twentieth, customers have had ample time to mail their checks. Then a duplicate statement is sent out and the next notice attached.

The next sticker we send with regular statement on the first of the following month. It goes to the customer thirty days in arrears. The next sticker follows this one on the tenth of the month.

If this pictured appeal seems too humorous, try typing it on your letterhead minus the picture, and you will find that it is a strong bid for action. The picture merely draws the sting out of the request.

The limited space allotted to this article precludes a detailed description of each sticker. Each of them, however, is designed to do one particular thing at some one time.

UNDERTAKERS ALSO "KNOW THE NUMBER"

Who and What Pushed Dr. Eliot Off Front Page in Favor of Valentino?

HERE'S AN EXPERT'S ANSWER

SILAS BENT, in *The Independent* on the subject "Pagan Demigods", and emphasizing the activities of today's newspapers, large and small, in running to form with America's bent for "hero worship", tells the following:

"The variance in attitude of the newspapers toward the concurrent death of Dr. Charles W. Eliot and Valentino is accountable when we remember that the papers keep alight the altar fires for our pagan deities, feeding the flames with wood pulp and the glazed paper of the rotogravure sections. I talked the other day with Harry C. Klemfuss, who had his share in those amazing goings on around Valentino's bier.

"Mr. Klemfuss is not, as you may surmise, a movie press agent. He is 'retained' by an up-to-date 'mortician,' and his efforts were on behalf of this undertaker who had Valentino's body in charge. It was Mr. Klemfuss who supplied the press with advance stories about the 'Gold Room' where the late movie star would lie in state; with advance necrologues—widely printed—about the embalmer who, with wax and paraffin, would skillfully restore the beauty of the features; with advance stories, much exaggerated, about the size of the crowds, on the theory that a crowd tends to augment itself; it was he who supplied forbidden refreshments to the policemen and journalistic obituary artists; who posed the catafalque and funeral cortege beforehand for the photographers, so that one paper was on the street with pictures of the funeral before it took place. It was he who, with journalistic compliance, fanned the public interest into hysteria. When his client had achieved a million lines of free advertising, he stopped counting. He told me, with pardonable pride, that one newspaper carried the name of the undertaker's establishment in 14-point type four days running on its first page.

RICHARD C. WALTER
Los Angeles (Calif.)
Times-Mirror Printing House
(Manager Stationery Department)

THE press agent, the reporter, and the news editor are high priests of the modern American cult of paganism. I do not mean by this, obviously, that they are seeking to renew the worship of the old gods, Zeus and Apollo and Aprodite; I am not using paganism as synonymous with heathenism : : :

"Our industrial civilization, which makes for sedentary occupation and supplies machines for what might be muscle-building tasks, has heightened our native appreciation of physical achievement and comeliness. Young men's and young women's Christian associations maintain gymnasiums and swimming pools. The cultivation of beauty is not rated nowadays as heretical or perilous; even the lipstick may be used in public. We accord unaffected admiration to heroes of the screen, diamond, gridiron, and tennis court. Football games crowd international politics off the first pages of our newspapers, and athletic stars succeed bathing beauties in our picture sections."

WHEN, HOW, to Change to a SEMI-WEEKLY?

Kansas Publisher Lists Advantages And Disadvantages, From Experience

By GEORGE A. ADRIANCE

NO hustling newspaperman is content with his weekly, his semi-weekly, his tri-weekly, or even his daily. In the community weekly it is possible to expand the number of pages to 16, 20 and even 24, but it does not follow that a great value is added to the newspaper by this, from the standpoint of the reader; after all is said and done, *that* is the basic thing.

I doubt that your readers and my readers ever become deeply engrossed in reading an account of a fire which started one hour after your last issue was off the press. The good Lord loves weekly papers; else, why did he make so many of them? There are 483 in Kansas. Yet, I think our readers buy our newspapers for information they have not heard or heard very little about. Then, what of the weekly?

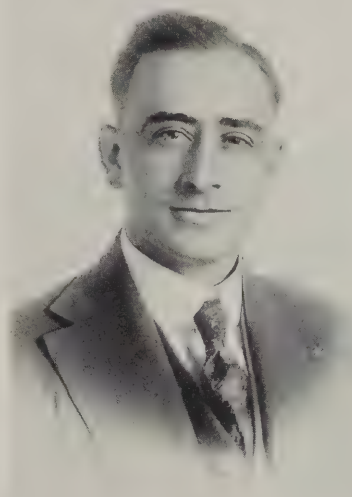
Does it heighten reader interest that you publish 24 pages where only 12 grew before? I would not say that the semi-weekly altogether solves the difficulty of the often (perforce) laggard news service of the weekly. At most, the semi-weekly goes but half-way; maybe only two-sevenths of the way. So you see my semi-weekly does not lift me out of the Valley of the Shadow of Discontent. However:

WE publish Thursday noon and 4 o'clock Monday. Half the important news copy breaks on the week-ends. More and more develops on Sundays. Early in 1924 we commenced publishing a 16-page paper. Twelve pages had not been enough. Fourteen pages had served better; but who can handle 14 pages successfully on a combined press and folder?

We began this 16-page paper on Friday mornings. By using standing legals together with foreign advertising, business and professional cards, the ads that seldom change, exchange stuff and week-end news we found no trouble in making up four pages by 3 o'clock Saturday. Monday morning we had country correspondence and the Sunday news.

We figure the capacity of any paper equipped like ours and employing six persons, at four pages a day. On that basis there never is any trouble about making up the second set of four pages by 4 o'clock Monday.

During 1924 we stacked these eight pages in a corner of the room, called it the second section and forgot about it until two days later. Tuesday morning we were going on the first four pages of the first section, four pages Tuesday, four Wednesday. Then we slipped the two sections together and called it a job.



GEORGE A. ADRIANCE
Seneca (Kans.) Courier-Tribune
SEMI-WEEKLY

OFTEN we remarked on the foolishness of allowing eight pages to stay around the office for two days without giving out what news they contained, but it was not until a competitive newspaper took the field in Seneca that we brought out the Monday edition and called it a newspaper.

So it was that the semi-weekly involved not a great deal more than securing a postal permit and an extra two-hour session in mailing. In order to give a little more breathing spell between issues we delayed the second issue of the week until Thursday noon, getting it to rural patrons by Friday morning in order to make week-end advertising effective. In order to facilitate delivery we also secured a permit from the postal department to dispatch a large portion of our papers by jitney bus to another town where they are entered as second class matter.

NOW of course you are interested in results. Has it paid? It did not add to our revenue for 1925 over 1924. But this must be considered in the light of another newspaper in the town and also of a large circular issued by the ambitious merchants of my town who are not satisfied with a 2,000 reader list. They demand 6,000 and are willing to pay $90 postage to get it. Our gross receipts for the year were $161 less than for the previous year when we had only the weekly. Taking competitive factors into consideration, we feel that the semi-weekly has enabled us very nearly to hold our own.

That is true decidedly with the subscription list. We constantly are adding new ones, for the semi-weekly service is one that people are not slow to appreciate. You will find this particularly true if you give two papers a week with no increase in price, as we have done. We get $2 a year. It is not enough.

The semi-weekly opens a new field of advertising. It enables your business firms to plan a week of special selling. It should in time double the amount of space used by the lively merchant. In practice that has not yet worked out with us, for we find the man who comes in twice a week is demanding a concession in price.

It increases the volume from the occasional advertiser who says: "Put that in twice this week."

It works in practice a 25 per cent increase in the volume of classified ads.

It gives added patronage from shows and entertainments scheduled for the midweek.

It enables farmers and stockmen to hold sales at almost any date they choose.

It enables attorneys to insert legal notices to correspond more to their pleasure on answer dates. In that connection let me say that the attorney-general ruled for us that either of our semi-weekly issues answered the requirements of the statute which demands that a paper be published 52 weeks before being eligible to print legals.

It increases the patronage in pay locals. I think it nearly doubles it.

It renders a distinct service to civic and commercial organizations of the town when they wish to give notice of any important community undertaking. Often we hear our

DETAIL Makes Mediocre Business Men of Thousands Who Haven't Learned to Assign Tasks : : : :

ADRIANCE of Seneca, Kans.

business men say: "Oh, that's all right. We can get it in Monday's *Courier-Tribune*."

OUR weakness is in our rates. If there is any newspaperman who is contemplating making the change to a semi-weekly, and I know there is at least one in the state, for he has written me, *I strongly advise against cutting the price on advertising* with two issues a week.

I doubt that I could put higher rates into effect in my town for I am satisfied that I would dry up the advertising at its source. With an extremely low rate for advertising, not even Franklin prices for commercial printing, our semi-weekly shops show a return of a little better than 38 per cent.

The item of postage need not enter into your calculations as on postal charges for all purposes we actually spent $5 less per year in 1925 than we did in 1924.

The twice-a-week publication does give an opportunity to distribute the labor of composition over the six days of the week.

With 10 or 12 pages we never knew whether that number would be sufficient to carry the week's copy. When we set the mark at eight pages twice a week we settled the question, except perhaps at holiday time.

That reminds me of a scientific way of padding out a lean issue without using plate. You all know what a task it is to get out a creditable issue during the holidays—the prize off-week of the year. We have tried it with four pages but we find folding the papers by hand a tiresome task. It is much simpler to set 8 on 12 point.

THERE are disadvantages in a semi-weekly. That particularly is true if you are one of those persons fond of his leisure. It is betwixt and between with a great deal of squeeze applied directly to the person of the editor himself. I believe I know what detail is. *Detail makes a mediocre business man out of countless thousands of executives who have not learned to assign tasks to others.* If you will take a look around your shop you will find that probably is true with you. You and I have not progressed to a point where we can avoid the petty tasks in order to master greater ones.

In the second place the semi-weekly may involve some trouble for you if you happen to be doing business in a town where there is village delivery of the mail. The carriers will deliver your weekly paper for one cent a pound, but Uncle Sam is not so generous with semi-weeklies and dailies. Our rate is 1c per copy, 2c per subscriber per week, $1.04 per year. When I found that out I was bothered. I had the choice of charging city subscribers an extra dollar a year or of delivering the paper by private carriers. I chose the latter method except that I have worked out a plan that may not be original with me but I have never heard of it before.

We do not deliver the *Courier-Tribune* from house to house. Instead *we have community boxes, one say at the intersection of each four blocks.* I have an eight-year old son who can deliver the entire south half of the city in less than an hour. I think the boxes probably would answer for a daily, perhaps for weeklies where the hour of going to press delays the delivery of the paper through the postoffice.

The plan is an unqualified success. We get few complaints. Each paper is stamped with the owner's name and seldom are papers stolen or lost. Neighbors deliver papers to neighbors and everyone seems willing to co-operate. The plan cost us just one subscriber and he is coming back when we can get a box near his corner.

I am still learning and have much to learn. I shall be glad if I can be of service to any newspaper man who is contemplating making the change.

QUESTIONS Answered Here:

EIGHT pages twice-a-week better than 16 once-a-week?

WHAT'S the story, in dollars and cents?

DOES it increase advertising and ad-profits?

WHAT is the effect on circulation; volume and profit?

IS it appreciated as a community service?

P. S.

DON'T overlook reading about Publisher Adriance's COMMUNITY MAIL BOX Plan!

O. BYRON COPPER
Fremont (Neb.) Herald

HE'S been making newspapers since his earliest recollections, starting with a slate, following with a lead-pencil weekly, *The Little Hobo*. At 17 he started to master the trade in the Wauzeka (Wis.) *Kickapoo Chief* office, later editing the McGregor (Ia.) *Times*.

Then came a post-graduate course in Chicago shops, the while he edited a department of newspaper and advertisement criticism for NATIONAL PRINTER-JOURNALIST, after which he ran his own paper at DeSoto, Wis.

In 1902 Mr. Copper was elected poet-laureate of the United Amateur Press association and became president of the Chicago Federation of Amateur Writers. He has been with the Fremont *Herald* for the past five years.

A "CRY", & What's BEHIND said "CRY"

(A LETTER TO THE EDITOR)

THE cry, "Let's not commercialize this proposition," used by those desiring free advertising, is becoming just a little too loud for the good of the newspaper profession.

Your article in the February issue of your journal was full of good horse sense, and ought to be read and digested by every publisher in the United States.

I notice with pleasure that *NPJ*, which has been a fine magazine, is making further enlargements and improvements. Congratulations!

Very truly yours,
EDWARD D. WOODYARD,
Editor, TIMES-RECORD,
SPENCER, W. VA.

SPEEDOMETER, OIL GAUGE, AMMETER

Indicators That Publishers Need to Steer Straight and Profitably

By FRANK THAYER

"HANK, what salary do you take for yourself?" asked a neighbor newspaper publisher of a fellow publisher in a small Middle-western town the other day.

"I take out $4,000 a year," came back the reply.

"Well, what percentage of profit on your investment do you make?" continued the inquirer, seeking to compare business facts with a man having problems similar to his own.

"Off-hand, I can't say; in fact, I never figured that way."

"What, then is the net you make?"

"I just told you, I take out $4,000.

"That's your salary, you said."

"I'm so busy I never make distinctions. The business pays me about $4,000 a year. That's the profit, my salary and all."

THE FOUR KEYSTONES : : : :

THIS conversation may not be typical, but when it comes to the application of thorough business principles in daily and weekly newspaper publishing, the truth is that *many* newspapers are not efficient manufacturing establishments judged on principles comparable to those of great industrial plants, for example, those plants of the motor industry.

Industry is organized upon four keystones or business principles: Production, Sales or Distribution, Accounting, and Finance. In controlling the newspaper as an organization, the publisher needs to watch these barometers. By them he is able to know how his business stands.

The Production Barometer tells production volume and whether the volume is attained with too much waste or with rising costs.

The Sales Barometer advises the publisher his day-to-day circulation figure compared with the corresponding day of the previous year. Are the "drops" for good cause and are they greater in number than a year ago? How does local and national advertising volume compare with past records? If these records are not at hand, proper accounting and statistical information are not available.

The Accounting Barometer should tell the accounts due and receivable as well as the bank balance, and should give a brief record of funds being set aside for reserve account and depreciation. Are available cash and bank credit in sufficient ratio to present requirements?

The Accounting Barometer is similar to the finance barometer, which should indicate the percentage of profit, the expenses balanced with income and related items.

The Financial is the *key barometer* of the business. If the hand on this dial is making a negative showing the business is ill.

These indicators are the ammeter, speedometer and oil gauge of his business.

FRANK THAYER
Author of the New Book,
"NEWSPAPER MANAGEMENT"

MR. THAYER is a practical newspaper man of wide experience, has taught Journalism in leading institutions, and has gained experience in several other important professions and businesses, enabling him to make very useful comparisons and recommendations for the publisher-printer who is looking for up-to-date, tried-and-proved and uncomplicated methods. His new book is a highly useful survey of business and editorial methods in American newspaper circles, large and small.

WIFE'S WORK, "NO CHARGE" : :

A COUNTRY publisher was asked not long ago what his laundry cost him a year, meaning the laundry charges for his newspaper and job plant. His reply was that the charges for this item amounted to nothing as he took the soiled towels home every week and his wife washed them.

The newspaper plant does not exist merely for the health of the editor; it is presumed that it exists as a business institution. But there is not much business judgment displayed in forgetting to charge office laundry.

In the question of financing, how many publishers take advantage of the *first possible profit* namely, the discount for prompt settlement of outstanding accounts? The modern business man makes his credit an asset rather than a liability.

In large industrial organizations, a constant checking of effort is made. The publisher is a business executive and as such he should know if there is waste in his ad alley. Are his compositors walking unnecessary distances to get the type cases they require in certain composition?

Are compositors needlessly fatigued by cold and hard cement flooring?

Are type furniture and tools at hand when needed?

Are the typesetting machines idle more than necessary? If so, is the cause mechanical or human?

One newspaper installed efficiency composing room cabinets with overhead facilities for type furniture and tools. In order to reduce the fatigue factor, this newspaper had its composing room designed with wood block flooring. Compositors lost less time, did not get the 3 o'clock fatigue and produced more steadily and accurately.

DO YOU ANSWER MAIL? : : : :

WHILE some plants rate well in the back office, they are decidely defficient in front office practices. Consider the question of correspondence.

It is not hard to recall the newspaper editor-publisher whose desk was a litter of papers and correspondence. Incoming mail was rarely answered and practically never filed. The result was that printing supply houses, advertising managers and agency correspondents waited and waited for their answers. In the meantime the publiser would blame the advertiser for wrong insertion dates and changed copy difficulties, when in fact the publisher had never paid

attention to the changes in copy indicated by letter from the advertiser or his agency.

Modern business realizes that business communication is vital; yet the number of newspaper editors and publishers who never give adequate attention to their correspondence is legion. Courtesy is not the only thing involved. The publisher who fails to maintain his lines of communication is shutting his eyes to possible profits.

Why do great banks maintain country bank relations men? Obviously, to give service to the country bank so that these banks in turn will carry their city account in a particular bank. Country bank relations men receive high salaries; they write letters; they cultivate and spread courtesy. Their banks grow and year after year add to their capital and pay extra dividends.

SOME CONCLUSIONS : : : : : :

THE newspaper publisher is face to face with big economic problems. To meet them he needs to know what to do. His opportunity lies in his district, state and national press association, his trade publications, and books that deal with the problems that confront him every working hour of his day.

In keeping with business men everywhere, the publisher in these days of high costs and competition needs to increase his skill and knowledge not altogether in better printing but in front office policies that build permanent editorial and advertising column values.

PEP FOR CARRIERS

Hawaiian Daily's Bonus Plan Develops Business Qualities of Salaried Boys

By W. B. TAYLOR

HAVING read with much interest of methods used in carrier deliveries, it occurred to me that our system, which differs from those so far published, so far as I know, might contain "a little fruit" for some of the executives handling a circulation around 16,000 to 18,000 daily.

All routes of the *Star-Bulletin* are controlled direct by the office, carriers reporting to the main office for their papers each afternoon. Each route is on a salary basis, ranging from $3 to $6 per week, according to number of papers carried and area covered. Subscribers' accounts are kept by the office and a collection force is maintained to cover the city and cneck routes. A large percentage of bills is handled through the mail.

In addition to salary, a carrier is allowed a bonus each week for 100 per cent service. This bonus in many cases is far in excess of the carrier's salary. One complaint, which is entirely the fault of the carrier, forfeits the bonus for that particular week but in no way affects the salary paid. Some bonuses have reached the maximum of $10 per week.

THE bonus is handled as follows: A minimum route is 125 papers, and the bonus allowed for that amount is 50 cents per week. An increase of five papers on the route increases the bonus 25 cents for the week. Each weekly increase raises the bonus an additional 25 cents until the maximum of $10 per week is reached. The route is then divided or the carrier arranges for additional help at his own expense. In our case this means a graduation from a bicycle to a motorcycle or auto. All additional increases are handled by the carrier at no further increase in cost to the office.

On a complaint being filed with the office, the carrier is given the details and makes a call to investigate the cause. The office also gets the details over the telephone or otherwise from the subscriber, and checks this information against the carrier's report. If the carrier is solely at fault the bonus is forfeited. If not, the complaint is voided.

This tie-up on complaints assures the subscriber that the paper is out to give service and maintains it, week in and week out. The bonus makes a careful carrier out of every boy, for he realizes that the amount is worth working for.

CARRIER'S COMMISSION CARD

This card represents a three months subscription turned in by

Carrier .....

for Mr. .....

$5.00

will be paid to carrier on presenting TEN of these cards at the Cashier's Window.

HONOLULU STAR-BULLETIN

By .....

Date .....

(NOT TRANSFERABLE)

W. B. TAYLOR
Circulation Manager
Honolulu (Hawaii) Star-Bulletin

COMMISSIONS are allowed carriers for all new subscriptions, turned in by them, in the following manner: A commission card (specimen herewith) is issued to the carrier on receipt of a new subscription for three months. This card is issued by the subscription cashier and has a face value of 50 cents. When a carrier has turned in ten new subscriptions and has accumulated ten commission cards he presents them to the cashier and is given $5.

Bills are placed in the collection department for verification immediately on receipt of the subscription. This plan ties up very completely with the bonus plan as an incentive for the carrier to do real soliciting work as well as make 100 per cent deliveries.

By getting new subscriptions the carrier increases his weekly bonus, thereby raising his own pay each week, and this is in addition to the commission allowed for the new business. The commission cards in his pocket are a constant reminder that he has money coming just as soon as he can secure the full ten new subscriptions.

MEET LIFE FIRMLY, By Thomas Jefferson

WHEN we see ourselves in a situation which must be endured and gone through, it is best to make up our minds to it, meet it with firmness, and accommodate everything to it in the best way practicable. This lessens the evil; while fretting and fuming only serves to increase your own torments.

National

PUBLISHER-PRINTER ROUND TABLE

Send An Idea

Supervised by JOHN L. MEYER

A Great Press Association Celebrates

With its Membership Showing Close to 100% Financial Independence, It Takes a Look at the Foundations

THE newspaperman who has developed to the point at which he knows that no newspaper-printing establishment can be free to do that which it *can* and *should* do, until it is *financially* independent—he "knows something", indeed! Hundreds and hundreds have reached this knowledge, *and financial independence* as well, during the past few years. It is the outstanding development of the times in the newspaper-printing field.

Now, *what next*—in addition to spreading this gospel still farther into the field? (There's lots of room left, still!)

Well, let's put it this way: *DO THOSE THINGS WHICH OUGHT TO BE DONE,* and REFRAIN FROM DOING THOSE THINGS WHICH OUGHT NOT TO BE DONE; do *RIGHTLY* those things which ought to be done.

THE Inland Daily Press Association has just held its fortieth anniversary of incorporation. The first signer, T. H. Adams, Vincennes *Commercial,* Secretary Wil V. Tufford, J. K. Groom, and other "originals", told of the first days and traced developments to date. As they spoke, one could feel a crystalizing of convictions going through the large convention.

Then, the Inlanders elected a national high-light of the *editorial* side, John Harrison, Danville (Ill.) *Commercial-News,* as president, after the following (quoting Genevieve Forbes Herrick, Chicago *Tribune*):

E. H. Harris of the Richmond (Ind.) *Paladium,* introduced a resolution, unanimously and vigorously adapted, which urged editors to emphasize constructive, rather than destructive, news.

More specifically, the pivot paragraph of the resolution pointed to "the wisdom and necessity of giving greater emphasis, in the gathering and presentation of news, and in comment upon it, to those factors and events in the life of the community which are making for the building up of society, materially, intellectually and spiritually."

And in the case of "destructive" news the resolution recommended "the recognition of responsibility for treating news of social collapse, as for example, in cases of crime, scandal and adnormal behavior of whatever sort, in a manner which will contribute to the cure of the conditions of which they are symptoms."

Fred Landis, Logansport (Ind.) *Phoros-Tribune,* hurled criticism at "those metropolitan papers which run a sewer from some of the New York court rooms to the family fireside."

THAT, it looks to this reporter of publishing and printing, is paying some deserved and necessary attention to the *foundations* of newspaper enterprise. The super-structure is coming along nicely, in lots and lots of cases. It is well to take a look at the foundations, at least off and on. The Inlanders wound up their fortieth anniversary by doing just that. They belong, on the whole among the "great middle class" of newspapering—the 2,000 dailies of the "non-metropolitan" field, in the very heart of the Country. .

Mr. Adams called them the "junior" newspapers. That's all right, too; for only "juniors" are presently "youthful", and can grow *UP!*

How the children do discipline their parents, these days!

It was a great convention. —*J.L.M.*

GRANT CITY (Mo.) COUNTY TRIBUNE'S NEW HOME, RECENTLY DEDICATED

AT THE "informal" opening, of a Saturday with zero weather, more than 800 visitors drank coffee and ate wafers at the new home. The attendance exceeded 1,200, and 140 new and 238 renewal subscriptions were turned in. D. C. Simons is editor and owner. The new plant's equipment includes a No. 14 Linotype, Challenge Advance cutter, C. & P. jobber, Hamilton Cabinets, Cottrell-Babcock Press with Omaha folder attached, Kimball elevator, Westinghouse radio, Boston stapler, Franklin perforator, Typaddresser, Bonnet-Brown casting box, Century motors, etc.

REBUILDINGS; NEW HOMES; ADDITIONS

Buena Park (Calif.) News—In new quarters.
Montpelier (Idaho) Examiner—In new quarters.
Madison (Ind.) Courier—In new home.
Haynesville (La.) News—In new home.
Salem (Mass.) Evening News—In new quarters.
Muskegon (Mich.) Chronicle—To build.
Olivia (Minn.) Renville County Journal—In new building.
Miles City (Mont.) Star—Has bought new home.
Thedford (Neb.) Thomas County Herald—In new home.
Wayne (Neb.) Herald—In new home.
Paterson (N. J.) Morning Call—In new building.
Utica (N. Y.) Observer Dispatch—To build.
Akron (O.) Beacon-Journal—Building new home.
Zanesville (O.) Publishing Co.—In new building.
Muskogee (Okla.) Daily Phoenix and Times-Democrat—Building new home.
Kadoka (S. D.) Press—In new building.
Knoxville (Tenn.) Free Press—To build.
Aberdeen (Wash.) Daily World—Building home.
Rolling Bay (Wash.) Review—In new home.
Wenatchee (Wash.) Daily World—In new home.
Hinton (W. Va.) Daily News—In new home.
Jackson (Wyo.) Hole Courier—In new office.

NEW PAPERS

Winfield (Ala.) Journal.
Lompoc (Calif.) Valley Sentinel.
Ashland (Ky.) Times.
Salem (Mass.) Sunday Tribune.
Shelby (Mont.) Tribune.
Bristow (Okla.) Weekly Citizen.
Ralston (Okla.) Spokesman.
Shattuck (Okla.) Press.

PLEASE TURN.

"NPJ" ROUND TABLE
(CONTINUED)

Wewoka (Okla.) Daily Democrat.
Ashland (Ore.) American.
Gold Beach (Ore.) Independent.
Vale (S. D.) Independent.
Barreda (Tex.) Record.
Edinburg (Tex.) Daily Review.
Presidio (Tex.) Border Times.
Crewe (Va.) Southern Virginian.

: : *BETTER CIRCULATION* : :

KANSAS ROUND TABLE CONCENTRATES

CIRCULATION was "talked way through" at a recent gathering of the Jayhawk state publishers. Leslie Wallace, editor of the Larned *Tiller and Toiler,* was chairman, under the auspices of the department of journalism. That a sample copy sent out for purely advertising purposes is a violation of the postal laws was the opinion held by most of the editors.

"The average country weekly," declared W. C. Simons, editor of the Lawrence *Journal-World,* "is not willing to pay the money it should to obtain subscriptions. Seventy-five per cent could well afford to invest more money in circulation building."

In regard to the territory for circulation, the general opinion was that the publishers preferred their subscribers in their own immediate territory and not from distant points, since it is easier to hold the local customer. The method of securing increased circulation by premium contests was not considered by the majority of the newspaper men to be a good business principle. Few cases in which the premiums were offered existed where the cost did not exceed more than one-third of the returns.

Can a country paper print success stories? Will Townsley and Mr. Wallace considered that it was a good means of securing local interest and as a means of influencing opinions indirectly. Mr. Wallace related the incident when he printed names of successful wheat growers in the county with the intention of creating a movement toward diversified farming.

COLLECTING DELINQUENT SUBSCRIPTIONS

HENRY F. LAKE, JR., editor of the Gunnison (Colo.) *News-Champion,* writes Field Secretary Bemis as follows:

"Noting suggestions from Gorrell of the Arvada *Enterprise,* which is a good one, am enclosing my own form for delinquent subscribers. When they get three months old, and occasionally one does, we attach this little sticker to the bottom of the last statement sent and remove their names. As a rule 50 per cent come through with the subscription. I find this more convenient than a circular letter form.

Yours fraternally,
HENRY F. LAKE."

The form attached reads:

"Dear Friend and Valued Subscriber:

"The *News-Champion* greatly appreciates your patronage, but we do not want to send the paper unless you really wish it to come. It is a rule of the office not to send more than three months after subscription expires, unless by request. Will you not renew at once, or write us definitely whether you wish the paper continued? I am sure you believe we are giving you a good newspaper, well worth the $2.00 a year. It will please us very much to have you remain as a subscriber to the *News-Champion.*"

RAISE SUBSCRIPTION; TELL WHY

STATING THE MOVE was necessitated by rising production costs, the Utica (N. Y.) *Press,* Utica *Observer-Dispatch* and the Rome (N. Y.) *Sentinel* have increased their subscription rates. All three papers moved their price from 2 cents a copy, 50 cents a month and $6 a year, to three cents a copy, 18 cents a week, 75 cents a month and $9 a year. In its announcement the Utica *Press* laid particular stress on advances in composing room wages, explaining the situation as follows:

"Before the war printers were content with $22.50 for day and $25.50 for night work, for 48 hours a week. Under the spur of increased living costs * * * they got advances which eventually increased the scale to $43 and $46 a week. In 1924 they asked for a substantial increase. The evidence was submitted to local arbitration and the printers were awarded an increase of $2 a week. The Utica publishers appealed to a committee representing the printers and publishers, hearing appeals at Indianapolis. The award to the printers was set aside and the existing wage scale continued, it then being held that no increase was justified. Almost a year was consumed in these proceedings.

"Immediately the printers started another movement for more pay, as they had the right to do under their contract with the publishers. This was late in 1925. Another local arbitrator awarded them an increase of $2 a week, effective May 1, 1926. Not considering this satisfactory, the printers appealed to the headquarters at Indianapolis and on August 31, 1926, its decision confirmed the local arbitrator's increase but made it retroactive to November 15, 1925, instead of May 1, 1926. The back pay thus handed over to the printers on the two Utica papers amounted to more than $8,000. Their current wages were fixed at $45 for day and $48 for night work per week of 48 hours, with overtime at price and a half per hour.

"Within two weeks after this decision was received the printers' union, on September 15, submitted another demand for a further increase in pay and a reduction in working hours. This demand is now under consideration and discussion. All has been peaceful and pleasant, but costly for the Utica publishers. Adjustments with the stereotypers and pressmen are yet to be made."

The *Sentinel* said:

"The cost of newspaper production today, on account of increased prices and enlargement of service, is three times what it was 10 years ago. The expansion through added service, through many augmented features, through enlargements, and increased value to the public has been and continues to be a constant growth."

FIFTY-YEAR VETERANS of MICHIGAN'S PRESS HONORED by ASSOCIATION

AT THE close of the 1927 convention of the Michigan Press Association—filled to the brim with practical things and "looks forward"—on motion of the retiring president, S. L. Marshall, St. Johns (Mich.) *Clinton County Republican,* it was decided to tender all 50-year veterans of the press in the state a life membership in the association. This was adopted by a rising vote. The group will be known as the Michigan Press Half Century Club. Field Manager Len W. Feighner is completing the lists of eligibles.

ANOTHER FEATURE: Herman Roe, president of the N. E. A., Northfield (Minn.) *News,* asked the publishers present to estimate the production cost of 2,000 copies, 12-page, 6-column papers. Estimates ranged from $75 to $235. Mr. Roe then proved the cost to be $313.33. He made a good lesson on the need for figuring costs.

BOOKS & PUBLICATIONS

FOR THE FIRST TIME IN 77 YEARS

FOR THE FIRST TIME in the seventy-seven years of the life of *Harper's Magazine,* the names of the editors are published in the magazine, listed above the table of contents. They are: Thomas B. Wells, editor; Lee F. Hartman, associate editor and F. L. Allen, assistant editor. Since the magazine was established in 1850, there has been only four editors-in-chief, Henry J. Raymond who later founded the

Write a Few Letters to Intertype Users

The Intertype has been very successful.

Obviously, it must have important advantages.

Ask the Intertype user what these advantages are.

Don't buy any composing machine until you have found out why so many thousands of publishers and printers have chosen Intertypes.

Write to the nearest Intertype office for literature and a list of users in your vicinity.

Or ask to see an Intertype salesman who will give you facts that may surprise you.

Investigate the Intertype

Standardized INTERTYPE TRADE MARK

INTERTYPE CORPORATION: *New York* 1440 Broadway; *Chicago* 130 N. Franklin St.; *Memphis* McCall Bldg.; *San Francisco* 560 Howard St.; *Los Angeles* 1240 S. Main St.; *Boston* 80 Federal St.; *London; Berlin*

Johnsonized

Some real bargains in printing, binding and typesetting machinery. Machines that are thoroughly remanufactured and sold with an absolute guarantee against defective material and workmanship. Complete service a part of every deal. All remanufacturing done in our own machine shops, specializing entirely on machinery for the printing trade. We are offering the following machines from our stock.

A Modern high grade Huber Hodgman Two-revolution Cylinder Press with convertible front delivery, printed side up or down, four form rollers, table distribution and trip, block bearing bed movement. It will do the finest kind of book and job printing and register is guaranteed. Bed 31x43. The price with standard factory equipment is....$2800.00

One Huber Hodgman Two-revolution press with front convertible delivery, fly and sheet, four form rollers, bed 46x56, a fine job and book press which will print four pages of either a seven or eight column newspaper. Block bearing bed motion. This same style press in use in shops of some of the finest printers in the country. The price, less than half the new price, includes all standard factory equipment.....$3000.00

A Miehle Two-revolution No. 1, bed 39x53, front combination delivery, four form rollers, built for the highest grade of printing, book and job. The right size for four pages seven column. The price with all standard factory equipment.....$3700.00

An Optimus, bed 34x47, front sheet printed side up delivery, four form rollers, table distribution and trip. A modern machine for high grade printing, complete at....$2700.00

A Whitlock Two-revolution, front fly delivery, table distribution, bed 27x40, a job machine that will also print two pages of your paper $1750.00

A Pony Century Two-revolution with front fly delivery, table distribution and double air springs, bed 26x35.....$1500.00
Another one with bed 25x31, a high speed good job press at $1000.00

Send for the Complete List of Johnsonized Machinery.

A Potter No. 2 Proof Press, 16½x25, with inking apparatus, grippers, as good as new..$325.00

A Vandercook Heavy Duty Rocker Series, Proof Press, 17x24, at.....$200.00

A very good stock of Job Presses, Stitchers, Paper Cutters, Punches, Perforators, etc.

C. I. Johnson Mfg. Co.

Independent Printers' Supply House

Saint Paul, Minnesota

48-50 East 3rd St. 143-5-7 So. Wabasha St.

"NPJ" ROUND TABLE
(CONTINUED)

New York *Times*, Alfred H. Guernesy, Henry Mills Alden, and Mr. Wills.

HISTORY of the UNITED TYPOTHETAE

By Leona Margaret Powell; University of Chicago Press, $2: An authentic and at times fascinating history of the great organization of printers, and their many trials in reaching the present size and scope. The book will be especially interesting to the students of trade organization, one of the livest topics of the day. While it outlines the peculiar problems of the printing trades, it covers the fundamentals which are of concern in all trade organization. The various chapters cover the origin, the period of national agreements with the unions, the U. T. A. and the eight-hour day, experiments with price maintenance and cost work, the division plan and amalgamation movement, and the U. T. A. as a trade association. There is an ample index and an appendix.

PSYCHOLOGICAL TESTS for NEWSPAPERS of OREGON

FOR the ninth annual newspaper conference at the University of Oregon, in Eugene, Marsh 4-6, a unique newspaper contest covering the state, was announced—one that is to extend through the ensuing year. Appropriate prizes have been set up, but were not detailed in advance. Results of a psychological test of public opinion recently taken by nearly 100 editors and university students of journalism have been elaborately analyzed. Each editor attending the conference was to receive his own results in a sealed envelope, and an address prepared to discuss the general tendencies shown in the test.

ADVERTISING THE RETAIL STORE

By Benjamin H. Namm, foreword by Arthur Brisbane; Scientific Book Corporation, New York, $2.50: Designed primarily to meet the needs of the advertising and publicity departments of the retail department store, the book is equally suited to the needs of the student of advertising, covering the fundamentals of advertising procedure in a comprehensive manner. The glossary of advertising terms is typical of the valuable material which the volume contains for the beginner. But perhaps the more important purpose of the book is its bird's-eye view of the operation of the advertising function as it takes place in a large retail establishment.

NEWSPAPER MANAGEMENT, by Thayer

The University of Wisconsin *Bulletin* says of this book, reviewed in the December issue of *"NPJ"*: "Frank Thayer, a graduate of the University of Wisconsin in 1916, and former lecturer in journalism at the university, is the author of *Newspaper Management*, just off the presses of D. Appleton and Company.

Starting with the purchase or foundation of a newspaper property, Mr. Thayer's book covers the whole field of newspaper management, dealing with equipment and organization of plant, office, and circulation and advertising department; financing, accounting and promotion; and the formulation of editorial policies for service to the community.

Mr. Thayer is a consultant on problems of newspaper management. Since his graduation from the University of Wisconsin he has worked on a number of influential newspapers, including the Springfield (Mass.) *Republican*, and the Detroit *News*. He also has taught journalism in the state

"NPJ" ROUND TABLE
(CONTINUED)

universities of Wisconsin, Iowa, Kansas, and California, the state college of Washington, and the Medill School of Journalism of Northwestern university.

PRACTICAL PROOFREADING by A. H. Highton

Dept. of Education, U. T. A., Chicago; $4: The author and compiler is the former assistant editor of the New Standard Dictionary. It was planned originally as one of the series on apprentice training but there came a demand for a book for both educational purposes and daily practical use. The contents cover the art of proofreading, its practice, special branches, copy preparation, English for proofreaders, and special information including copyright laws, paper terminology, and the like. U. T. A. members, employes, libraries, schools and instructors are offered a special price of $2, discount for quantities also. The present writer has seldom seen such a masterpiece of condensation as to a subject of wide application and great masses of detail. It is a most interesting book to read and ponder. May one hope that it will help to standardize the marks and practices of proofreaders?—J. L. M.

THE DATA BOOK By the N. R. D. G. A.

Department Store advertising men are advised to use the front pages of newspapers as a model for news value in their own copy in an editorial in the current issue of *The Data Book* published by the Sales Promotion Division, National Retail Dry Goods Association.

"We tell the same story so often," W. J. Brown writes, "we tell our customers again and again what we want to tell them instead of telling them what they want to know. Let us learn a trick from the newspapers. Watch our advertising as an editor watches his front page and make our copy real news!"

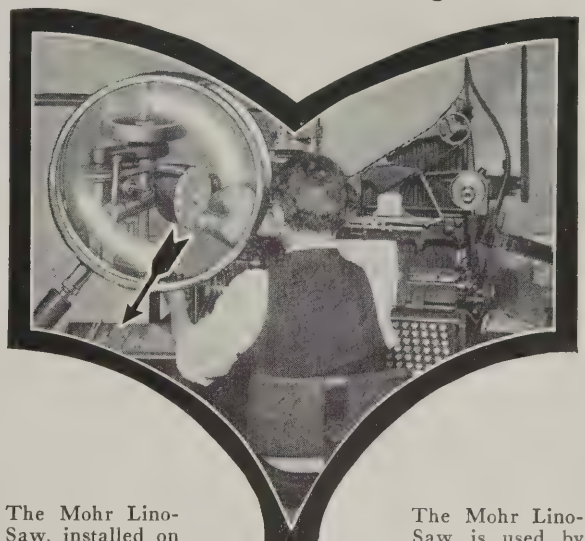
NEWSPAPER COST ACCOUNTING, by

E. W. Hedland; National Association of Cost Accountants, 130 West Forty-Second St., New York, N. Y.—Mr. Hedland writes from fifteen years' experience in newspaper cost accounting, and a lot of other, kindred experience. His chapters include: "The Modern Newspaper, Its Development and Organization", "The Place and Function of the Accounting Department", "Technical Organization and Processes", "Classification of Accounts", "Indirect Costs and Departmental Overhead", "Cost Compilation and Analysis—Cost Formulas", and "Cost Exhibits". The present writer received the book only a few days ago, and examination has been hurried. However, I am sure even now that here is a most valuable addition to the practical literature of newspaperdom, and a book which should have wide and very practical usefulness. I can see that, whether large or small, every newspaper plant can get big value from it; accountants and business managers in particular.—*J. L.M.*

A NEW BOOK BY PROF. W. G. BLEYER

"Main Currents of the History of American Journalism"; $4, *Houghton Mifflin Co., Cambridge, Mass.*—Those who seek, and those who ought to look for, an up-to-date history of the press of this country, will find this volume by the noted head of the Wisconsin University department of journalism, Madison, Wis., a comprehensive, very readable and up-to-the-minute compilation, with ample comment and a tracing of the forces and influences that have shaped the course. The student of the social sciences with particular reference to the United States and adjoining lands, will find immeasureable values in the book. There is a good index. Separate chapters are devoted to outstanding American editors. The volume is offered as the only complete record of the forces that have moulded American journalism, and it surely lives up to this description. Dr. Bleyer has brought together, in a serving manner, a vast amount of data from British and American sources, and his interpretations will stand the test of time. There is a most interesting exposition

The MOST DIRECT
ROUTE FROM TYPE CASTING MACHINE TO MAKE-UP!



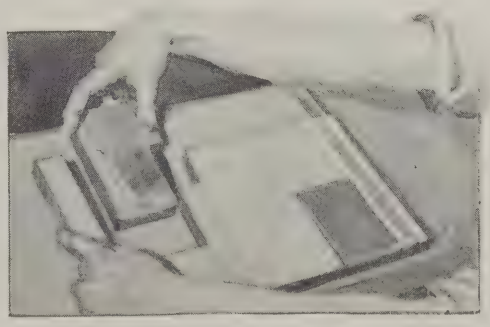
The Mohr Lino-Saw, installed on your Linotype or Intertype, *saws* your odd-measure slugs as they are cast—cleanly, automatically, and with unfailing accuracy. A simple turn of a dial takes care of the vise jaw and assembler adjustments and provides for the sawing, too! No floor-saw delays — no ruined mold liners —no bleeding of slugs. From type-casting machine to make-up without detour!

The Mohr Lino-Saw is used by progressive publishers and printers in every part of the world. Four big newspapers alone have a total of 134 in service.

And they are just as effective in the smaller newspaper and printing offices.

Wherever time is valued as money, the Mohr Lino-Saw has an instant appeal.

Full details sent promptly on request.



MOHR LINO-SAW COMPANY
564-570 W. Monroe Street Chicago, Illinois

"NPJ" ROUND TABLE
(CONTINUED)

of the latter-day forces molding the modern newspaper—the increasing use of machinery, the progress made in providing adequate machinery in newspaper production, the rapid development of fast communication, the results of standardization, and the demands which have coincided with this development—including the demands from high-pressure living, the present-day bent for a relaxation which is entertainment and marked change from business and professional activity. Every thorough reader of this book will profit by it, and will be helped toward a more useful outlook in newspaper work.—*J.L.M.*

MANUFACTURERS : SERVICES

HOW DOES OUR INDUSTRY STAND?

NPJ is Indebted to Henry L. Bullen, Librarian of the American Type Founders Co., for a copy of the following statistics, as of 1923, official:

	Gross Value of Products	Net Value Added by Manufacture
Printing and Publishing (including publishing printed by contract)	$2,021,356,000	$1,435,420,000
Foundry and Machine-shop products	2,337,073,000	1,400,842,000
Iron and Steel Works and Rolling Mills	3,154,325,000	1,109,927,000
Motor Vehicles, not including motor cycles	3,163,328,000	1,015,865,000
Lumber and Timber products not otherwise classified	1,494,462,000	921,398,000
Car and general construction and repairs, steam-railroad repair shops	1,433,680,000	834,303,000

"In the above statistics no account is taken of private printing plants or of printing offices producing values of less than $5,000 a year. The product of printing offices producing less than $5,000 aggregated $27,077,621 in 1921, and was probably no less in 1923. The product of private plants is not given in the census, but is quite large," says Mr. Bullen.

BREAKING GROUND FOR NEW FACTORY

With Many Prominent Business Men, Bankers, Professional Leaders and Others as interested Spectators, F. Wesel, president of the F. Wesel Manufacturing Co., recently Drove in the First Shovel, and Paul W. Gardner, General Manager, Struck the First Pick, at Scranton, Pa., where the large new Wesel Factory is Going Up at Present. The Plant Alone will Cost about $300,000. *The Company has been located at Brooklyn, N. Y. for 46 Years.*

NOW ART METAL SALES MANAGER

Edward A. Keeling, for several years manager of the Pittsburgh branch of the Art Metal Construction Company, Jamestown, N. Y., has been appointed general sales manager of that company. Mr. Keeling succeeds Joseph D. Rogers, who died in 1925. E. S. Patterson, former assistant manager at Pittsburgh, has been appointed to the position of manager.

EPOCH-MAKING GATHERING ASSURED

The Fourth Graphic Arts Exposition, New York City, Sept. 5-17, first of all, is organized by the International Association of Printing House Craftsmen *in co-operation* with the U. T. A. International Electrotypers, Employing Bookbinders, International Trade Composition, and International Printing Supply Salesmen's organizations. Further, these associations will hold their annual conventions in New York during the period of the expo. Exhibits at the expo will, without doubt, distance anything of the kind ever held in the history of the printing art. That is assured by the fact that the highest degree of co-operation was fully effected *before* the affair was started. It does not strain imagination to visualize what this gathering will be, or what it can mean in the interests of the industry. No doubt, many will put their vacations over to that time, and take in the expo and the conventions. And, get some glimpses of America's "big town". This thing ought to be great! The prospect is alluring.

"POWER IN LARGE TYPE"

This is The Title Line of a powerfully large poster-in-type which has just come over the desk with the signature of the Ludlow Typograph Co., Chicago, and it surely is a convincing illustration—"the story supports the head", in newspaper parlance. The circular emphasizes the composition in large-size faces possible on the Ludlow, up to 84-pt. The circular is printed directly from 72-pt. Ludlow Caslon Bold, and is as large as the top of a standard-size desk.

LATHAM MACHINERY CO. MOVES

Announcement has been received that the Latham Machinery Co., New York, Boston and Philadelphia, has moved its New York offices from 47 Murray Street to 461 Eighth avenue, at Thirty-fourth street, in the Printing Crafts Building.

A. W. P. CO. CHARTERED IN DELAWARE

The American Writing Paper Company has been chartered in Dover, Del., with authorized capital stock in excess of $9,000,000. The company, to deal in paper and paper products, is authorized to issue 245,000 shares of stock, of which 90,000 shares are to be preferred stock valued at $100 per share and 155,000 shares common stock of no par value. The charter, filed by the Corporation Trust Company of America named Parker Newham, Albert B. Maginnes, Mamaroneck, N. Y., and Francis O. Noble, New York city, as the incorporators.

LITHOGRAPHERS PLAN ADVERTISING

The Lithographers' National Association, meeting in Atlantic City last month, approved a plan of advertising lithography on a large scale, to be funded by members. The plan was presented by Vance Chamberlain, of the Griswold-Eshleman Agency, Cleveland, O.

FRED W. GOUDY VISITS "BACK HOME"

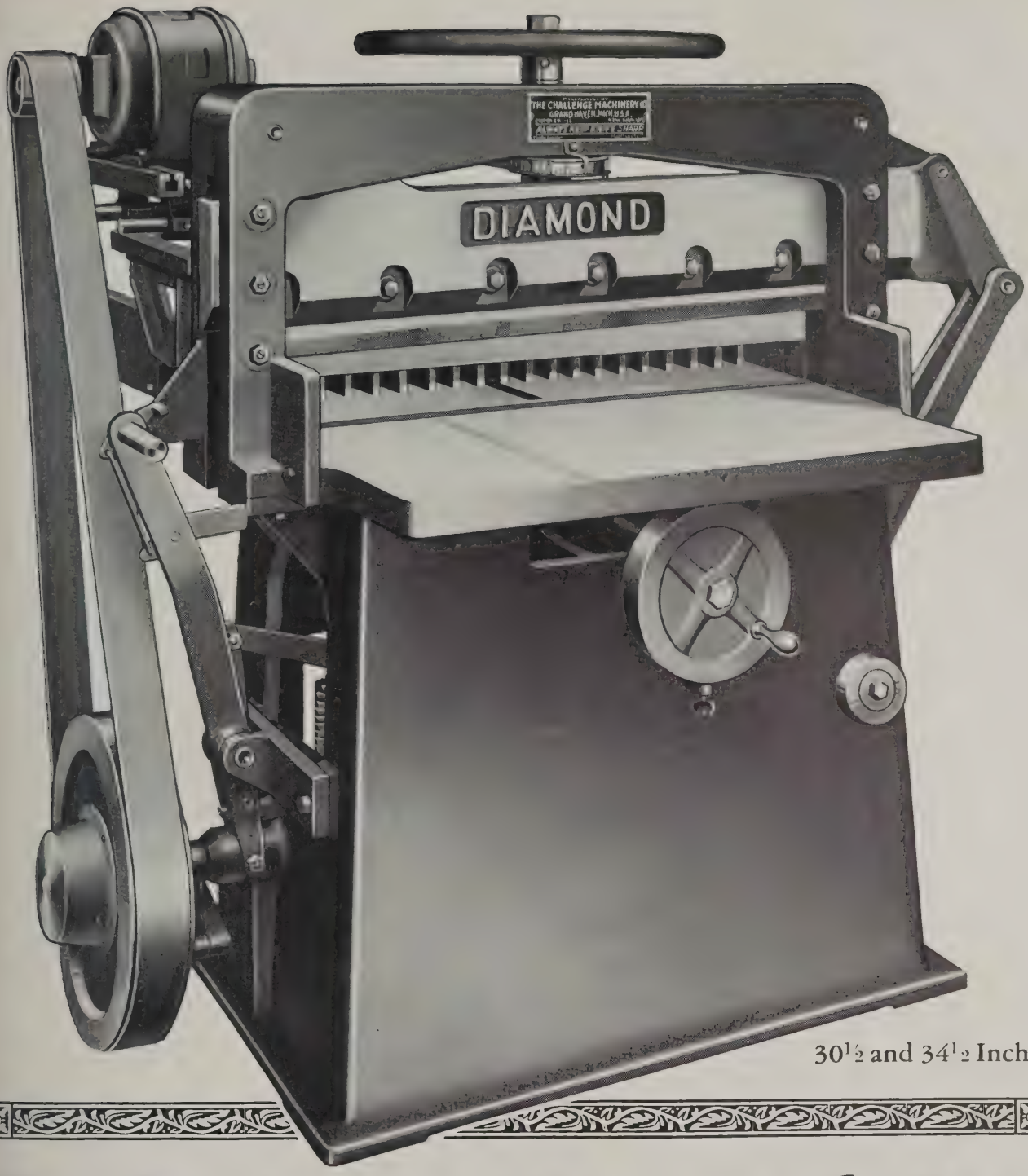
The Art Director of the Lanston Monotype, Frederic W. Goudy, recently made a ten-day trip westward from the home offices at Philadelphia, and made addresses at Detroit and St. Paul. The Minneapolis *Journal,* in its story of the St. Paul speech, called attention to the fact that Mr. Goudy, 28 years before, was employed as a bookkeeper in the Dickinson Bazaar of Minneapolis, where he kept track of sales of china, baby carriages, electric lamps, and so on—and now is one of the world's greatest lights in matters typographic.

NO. 43 BABCOCK AUTOMATIC CYLINDER

The Babcock Printing Press Manufacturing Co., has announced an automatic cylinder press, called No. 43 Babcock Automatic. Features: A new type suction pile feeder; "the simplest and most effective feeder ever built by the Dexter Company; a Babcock automatic pile delivery (optional), and a Cline-Westinghouse electrical equipment (optional), of latest design and complete, ready for wiring." The Babcock Automatic is also built in 23x33 in. sheet (two roller) and 27x40 in. sheet (four roller) sizes.

WESTVACO INSPIRATIONS, No. 21

This Issue in the series is the International Typographic Edition. The West Virginia Pulp & Paper Co., continuing the notable series, has again exceeded itself in novelty of presenta-



30½ and 34½ Inch

The Diamond Power Cutter

is a decidedly profitable cutter in every way—it will speed up production—it will prevent stock wastage—it will bring costs down to the very minimum—it will assist you in turning out quality work at a profit

Ask for Literature—Your Dealer will gladly show you a Diamond

The Challenge Machinery Co., Grand Haven, Mich.

"NPJ" ROUND TABLE
(CONTINUED)

tion, and practicability of content. Articles in No. 21 include, "The Melting Pot of Typographic Virtues", "Good Taste, Good Sense and Self-Control", "New Typographic Fashions from Paris", "Taste and Craftsmanship" (on German Typography), and "Expressions of the New Italy." No. 21 is indeed beautiful beyond all the remarkable previous numbers.

"Westvaco Inspirations for Printers", No. 22, illustrates in finest color work, "Novelty and Originality in Booklets", "Books and Folders", "Maps (that make us roam)", "Landscape illustrations", "Posters that Point the Way", "Picturing the Lure of Travel", "The Manysided Advertising Appeal to the Home Owner", and others equally topics of general and specific interest to buyers and sellers of printing. Within an unbelievably small space, by the use of fine color illustrations supplemented with comprehensive text, this issue gives a real wealth of material, suggestion and guidance on each one of the topics.—*J.L.M.*

INITIAL COST, and QUALITY

Something New in the way of a folder is a piece just received over the signature of the American Type Founders Co., featuring the Kelly Automatic presses. The device is worth the study of every printer as a novel idea in getting up folders. The text matter, well illustrated, tells "what the buyer obtains" in the Kelly,—the Style B Special and others—"for a little extra first cost". Experiences of Kelly users are briefly told.

HONOR EASTERN SALES MANAGER

At Their Recent annual Get-to-gether, the salesmen of the Eastern Territory of the Intertype Corporation presented T. A. Mac Elwee, eastern sales manager, with a handsome watch and chain.

CONTINENTAL TYPEFOUNDERS ANNOUNCES

In a Letter to NPJ that Frederic W. Goudy has entrusted to that company the exclusive sales privilege for his types cast at the Village Letter Foundry.

EDITOR OF UNIVERSAL SERVICE

James T. Williams, Jr., for 13 years editor in-chief of the Boston (Mass.) *Transcript,* and later editor of the Boston American, has joined the staff of the Universal Service as editor, according to anouncement by M. Koenigsberg, president. He will furnish signed articles on timely national and international subjects.

SOME INTERTYPE PERSONALITIES

Interesting Personalities, with interesting backgrounds, are the rule in the printing-publishing field, among manufacturing and service houses as well as among publishers and printers. James W. Lindsay, recently elected vice-president of the Intertype Corporation, has been representing the Intertype in Europe since 1920, and his work as managing director of Intertype, Ltd., got him widely known "across the seas". And, he is a native of Scotland. His forebears were distinguished Scottish manufacturers. He came to the U. S. A. when a small boy, made the engineering course at Worcester Polytechnic, and practiced his profession with the American Telephone & Telegraph Co. He solved many a problem there, during the rush period of the war. In 1926 he organized Intertype Setzmaschinen, g.m.b.h., in Berlin, and has been and remains its directing head. He is the liason officer between the home office, New York, and European interests of the company.

JAMES W. LINDSAY

CHARLES CHIDSEY

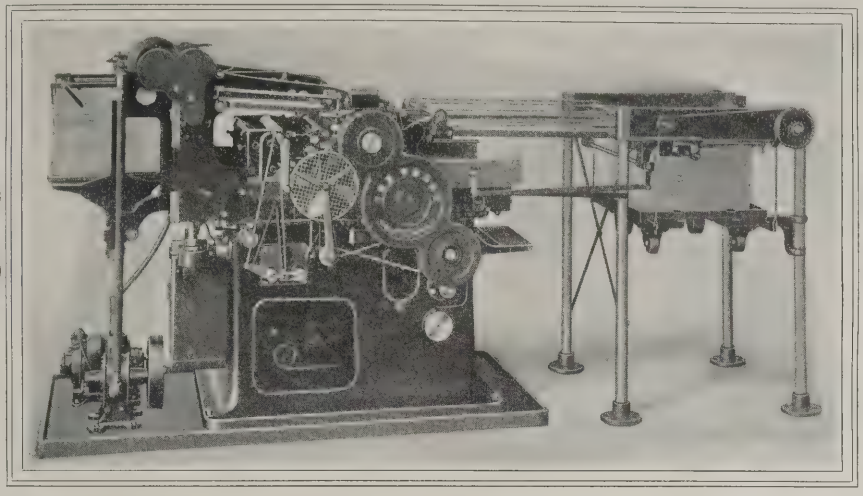
Charles Chidsey, sales promotion manager of the Intertype, originally hailed from Rochester, N. Y., being educated there in public schools and Rochester University. He got into big enterprise promptly, becoming advertising and sales promotion manager of the Todd Company, makers of the Protectograph. In 1916 he went to New York City, and was advertising manager of the Turner Construction Co. He also handled sales promotion and other problems for a number of different businesses and institutions, including automobile tires, securities, and job printing and magazine publishing. There are many steps in complete campaigns. Mr. Chidsey has climbed up them all in fact, not in theory—research, planning, writing, to the finished jobs; in newspapers, magazines, trade papers, house organs; and direction of sales, co-operating with the men on the firing line. B. Walter Radcliffe, director of typography of the Intertype, hails from Macon, Ga. His public schooling there was capped with a course at Mercer, and he began his business career in the composing room of J. W. Burke Co., book publishers at Macon. He didn't "begin at the top," but at the very bottom; in six years though, he was manager of the printing department and head of the advertising division of his company. He must have been among the youngest to hold such a position at that time. In 1921, Mr. Radcliffe came to New York, entering advertising agency work, and later became advertising manager of the L. E. Waterman Fountain Pen Co. In 1925, he joined the Intertype. He was advertising manager, and recently took over the newly created office of director of typography. He is also manager of the specimen printing department. Readers of trade papers in the printing field have had opportunity to see many of Mr. Radcliffe's productions-typographic. His office was created to render a complete service to users of Intertypes on problems involving the most effective use of faces and decorative materials.

B. WALTER RADCLIFFE

PLATING DEPARTMENT IS ENLARGED

The Howard Paper Company, Urbana, Ohio, has enlarged its plating department to take care of the increased demand for Ripple Finished Howard Bond. One of the Norwood Engineering Company's latest model platers has just been installed, and the company soliciting business for Ripple and linen finished paper.

"Simplifying the Language of Business" is a special promotional folder recently issued by the Howard Paper Co., illustrating uniquely how "Howard Bond Saves Words by Making Paper Talk." Color specimens are shown through a cutout, appearing as if in a file of samples, surrounded by interested office folks. The text compares the use of symbols used in printing and typewriting to save words, such as %, $, @, etc., with the use of business forms, and indicates the uses of Howard Bond along those lines. The folder is exceptionally expressive as an example of "saving words", containing a lot of information in



Pacemaker of the Pressroom

FOR thirteen years the "printer's best friend." "Dependable under all conditions."—The "best moneymaker in the plant."—The Style B Kelly Specials "produce more impressions than any of our other equipment."—"We would not have put in another Kelly after having run Kellys for seven years if they were not entirely satisfactory."—To these expressions from users we wish to add the important consideration that the Style B Kelly (illustrated above) is the only press forming a connecting link between the cylinder and the job pressrooms. It relieves the cylinder presses of forms that are too heavy for the jobbers and which cannot be run economically on the cylinders.

Printers should watch this big feature of production. The Kelly hour cost, its great output, and the superior quality of work are considerations to which the prudent buyer always gives attention. To quote a recent letter:

"Many a Kelly-size job has gone on the big cylinders, for slow hand feeding, at an hour cost that hurts my conscience and cramps my growth. With the easier washup and quicker make-ready on the Kelly, and faster running with automatic feed, I could have done the finest kind of work at a substantial saving. I like the Kelly idea, because it is an 'in-between' press that takes jobs from both ways—small work that should have cylinder press distribution, and work that is undersize for the big cylinders. Also, I am a convert to the idea of dividing short-run big forms down to the Kelly size. There's more production and more profit in many a job that goes twice through the speedy automatic Kelly than once on the bigger, slower presses."

THE ONLY SUBSTITUTE FOR A KELLY IS ANOTHER KELLY!

FOR SALE AT ALL SELLING HOUSES OF THE

American Type Founders Company

Sold also by

BARNHART BROTHERS & SPINDLER, all selling houses; SEARS COMPANY CANADA LIMITED, Toronto-Montreal;
ALEX. COWAN & SONS, LTD., all houses in Australia and New Zealand;
CANADIAN-AMERICAN MACHINERY CO., London, England

SET IN NATIONAL OLDSTYLE

1927 Press Room Economies

BOOK-NEWS BLACK — Pronounced by many publishers as the best Book-News Ink they have ever used It's made to suit the requirements of smaller newspapers and it's SO GOOD you can use it on a better class of printing.

This ink is shipped in steel containers, eliminating waste and leakage and the unpleasant GOBS of ink on the press room floor. You execrate these unpleasant conditions. We remedy them for you.

DITTO HALFTONE BLACK—A superior black for coated papers. Prints clean; sets quickly; dries hard.

1927 RED—A brilliant Red with bronze overtone. Suitable for all commercial work.

BRONZE BLUE No. 1—With a strong reddish metallic over cast.

FINE JOB BLACK—Adaptable to all Gordon work.

28 lb. Book-News Black	$ .18	$5.04
3 lb. Halftone Black	1.50	4.50
1 lb. 1927 Red	1.50	1.50
1 lb. Bronze Blue	1.50	1.50
1 lb. Fine Job Black	1.00	1.00
		$13.54

This Shipment to you prepaid for $10.00.

It's an economical buy from the point of quality and price. Try it! If you aren't more than pleased after a try-out we'll gladly refund your money.

You may increase or diminish the four job inks to suit your requirements.

News inks must be shipped in advertised quantities.

Dunham-Watson Co.

PRINTING INKS LITHO

638-44 SOUTH CLARK STREET

PHONE HARRISON 5859

Chicago

Branch Office:

MILWAUKEE, WIS.

Broadway 8576 368 Milwaukee St.

"NPJ" ROUND TABLE
(CONTINUED)

a very small space, enhanced by clever text and art work—thus making it a good specimen for all those keeping files of "ideas."

INTERTYPE FACES ARE DISPLAYED

Attractive Folders, just received, neatly show Intertype Kenntonian and Cloister Bold, and play up the versatility of the series, especially for job and book work. Several pages of specimens of advertising, and also of featured news matter, are shown in illustration of the usefulness of these faces. Another folder covers Intertype Garamond in a similar way.

ASSOCIATION : : PROGRESS

ASSOCIATION DATES

March

INTERSTATE CIRCULATION MANAGERS ASSOCIATION, 15, Williamsport, Pa.

SOUTH TEXAS EDITORIAL ASSOCIATION, 22, San Antonio.

April

FLORIDA PRESS ASSOCIATION, ASSOCIATED DAILIES OF FLORIDA and SOUTH FLORIDA PRESS ASSOCIATION, 8-9, Fort Myers.

SOUTH TEXAS EDITORIAL ASSOCIATION, 22, San Antonio.

PANHANDLE PRESS ASSOCIATON, 22-23 Amarillo.

ASSOCIATED PRESS, 25, Waldorf-Astoria, New York City.

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION, 25-30, Waldorf-Astoria, New York City.

May

SOUTHERN MASTER PRNTERS FEDERATION, 9-10, Hermitage Hotel, Nashville, Tenn.

ARKANSAS PRESS ASSOCIATION, 19-21, Hot Springs.

June

NATIONAL EDITORIAL ASSOCIATION, 12-15, Omaha, Neb.

TEXAS PRESS ASSOCIATION, 17-19, El Paso.

INTERNATIONAL CIRCULATON MANAGERS' ASSOCIATION, 21-23, Atlanta, Ga.

July

IDAHO EDITORIAL ASSOCIATION, 22-23, Mack's Inn.

September

GRAPHIC ARTS EXPOSITION, 5-17, Grand Central Palace, New York City.

INTERNATIONAL ASSOCIATION OF PRINTING HOUSE CRAFTSMEN, 5-17, Grand Central Palace, New York City.

INTERNATIONAL TRADE COMPOSITION ASSOCIATION, 5-17, Grand Central Palace, New York City.

INTERNATIONAL PRINTERS SUPPLY SALESMEN'S GUILD, 5-17, Grand Central Palace, New York City.

INTERNATIONAL ASSOCIATION OF ELECTROTYPERS OF AMERICA, 5-17, Grand Central Palace, New York City.

EMPLOYING BOOKBINDERS OF AMERICA, 5-17, Grand Central Palace, New York City.

UNITED TYPOTHETAE OF AMERICA, 5-17, Grand Central Palace, New York City.

Association Elections

INLAND DAILY PRESS ASSOCIATION—(Fortieth anniversary of incorporation, and annual meeting 1927)—President, John H. Harrison, Danville (Ill.) Commercial News; general vice-president, John F. D. Aue, Burlington (Ia.) Hawkeye; secretary-treasurer, Wil V. Tufford, Clinton, Ia.

State vice-presidents: Canada, H. B. Burgoyne, St. Cathrines (Ont.) Standard; California, Harlan Palmer, Hollywood Citizen; Colorado, T. E. Nowles, Colorado Springs Gazette; Illinois, J. K. Groom, Aurora Beacon-News (Northern Illinois Group); Indiana, T. H. Adams, Vincennes Commercial; Iowa, F. W. Woodward, Dubuque Telegram; Kansas, George W. Marble, Ft. Scott Monitor; Michigan, C. A. French, Monroe News; Minnesota, Fred Schilplin, St. Cloud Times; Missouri, James Todd, Maryville Democrat; Nebraska, E. M. Marvin, Beatrice Sun; North Dakota, Norman B. Black, Fargo Forum; Ohio, W. O. Brown, Youngstown Vindicator; Wisconsin, Frank E. Noyes, Marinette Eagle-Star.

Directors, three years, A. O. Lindsay, Quincy (Ill.) Herald-Whig; C. R. Butler, Mankato (Minn.) Free Press; T. O. Huckle, Cadillac (Mich.) News, Chairman of Board, E. H. Harris, Richmond (Ind.) Palladium

IDAHO STATE EDITORIAL ASSOCIATION—President, Frank Burroughs, Boise; vice-president, C A. Bottolfsen, Arco; secretary and treasurer, Guy Flenner, Boise.

KANSAS PRESS ASSOCIATION—President, Charles P. Beebe, Neodesha Sun; vice-president, L. F. Valentine, Clay Center Times; treasurer, E. A. Briles, Stafford Courier; field secretary, O. W. Little, Alma Enterprise.

MAINE DAILY NEWSPAPERS ASSOCIATION—President, L. B. Costello, Lewiston Sun-Journal; vice-president, Fred R. Lord, Portland Press-Herald and Evening Express; treasurer, W. R. Reed, Bangor News; secretary, L. D. Flynt, Kennebec Journal.

BOSTON Multiple Wire Stitcher No. 17

BOSTON MULTIPLE WIRE STITCHER No. 17

200 Stitches per Minute

FOR EACH HEAD

THE No. 17 Multiple Boston handles check book, sales book, ticket and pamphlet stitching at a substantial saving in cost of work. The 20-inch crosshead accommodates two to ten heads, all operated from one touch of foot treadle. Heads are adjustable. Capacity is two sheets to one-fourth inch with flat and saddle table. There is a centering device for saddle work. Minimum distance between stitches, 1⅝ inch. Standard equipment for Boston Multiple Wire Stitcher No. 17 includes two heads.

All Regular Models and Spare Parts carried in Stock at Selling Houses

GENERAL SELLING AGENT

American Type Founders Company

Sold also by *Barnhart Brothers & Spindler,* all selling houses; in Mexico and South America by *National Paper and Type Company;* in Canada by *Sears Company Canada Limited,* Toronto-Montreal

SET IN MEMBERS OF THE GARAMOND FAMILY TEAGUE BORDERS

GOES BLANKS

Another opportunity for profit

Goes Art Advertising Blotters will stimulate business in dull seasons. They will keep the advertiser's name before his trade in brisk seasons. Send for the samples. Put on an aggressive Blotter Sales Campaign. You'll be surprised at the results.

have made money for other printers—they will make money for you.

Goes Blanks have been designed for type overprinting—designed to effectively set off the printer's printing. They will enhance the appearance and value of *your* printing—they will help you to sell higher-priced jobs of printing at largely increased margins of profit. They will help *you* to secure new accounts—help you to extend your business with old accounts. Thousands of printers will testify to the excellent opportunities offered by Goes Blanks.

There is a Goes Bordered Blank for practically every conceivable purpose, from a small merchandise or advertising coupon to a large insurance policy form, more than one hundred styles, all beautifully lithographed in rich appropriate colors. The border of this advertisement is an exact reproduction of one of the beautiful borders.

Send for the samples. There is no obligation

GOES LITHOGRAPHING COMPANY

41 West 61st Street, CHICAGO 3779

© GOES

Modernize Your Composing Room
by installing

THE ROCKAWAY

Automatic Spaceband Cleaner

Will save money in time, in spacebands, in matrices. Does better work than can be done by hand and better work than has ever been done before. Cleans bands uniformly. Keeps the sleeves true, helps produce better slugs and cleaner printing. No more "hair-lines", no more crushed matrices.

Machine sent on 10 days trial.
Write for one today.

The Rockaway Company
3508 Grand Ave., MILWAUKEE, WIS.

"Most Men Who Fail Fail by a Little - - - Another Ounce of Steam Would Put Them Over"

Such is the conclusion of a leading Detroit Publisher. Now the National Editorial Association is out to secure

2000 New Members

And the Final Ounce of Steam that will turn the trick is the co-operation of the individual publisher. If he will co-operate to the extent of sending in his membership it will result in a great National Organization whose Power for Good will be almost Limitless in

Helping Publishers Everywhere

The membership is but $3 per annum and includes subscription to the N. E. A. Bulletin, representation at Washington and many other services.

Send Your Check To-day to

National Editorial Association
622-624 Merchants National Bank Building
St. Paul, Minnesota

"*NPJ*" ROUND TABLE
(CONTINUED)

MICHIGAN PRESS ASSOCIATION—President, Hiram Johnson, Saranac Advertiser; vice-president, W. H. Berkey, Cassopolis Vigilant; secretary-treasurer, H. A. Wood, Bangor Advance.

NORTHERN MINNESOTA EDITORIAL ASSOCIATION—President, Paul Kinney, Alexandria Citizen-News; vice-president, C. M. Hillman. Two Harbors Chronicle; secretary-treasurer, A. C. Rutledge, Bemidji Pioneer; member executive committee, Rudolph A. Lee, Long Prairie Leader; legislative committee: A. G. Rutledge, Bemidji Pioneer, A. L. LaFreniere, Grand Rapids, Itasca County Independent, and George W. Christie, Red Lake Falls Gazette.

SECOND MINNESOTA DISTRICT ASSOCIATION—President, John L. King, Jackson, Jackson County Pilot; first vice-president, T. C. Radde, Truman Tribune; second vice-president Mrs. H. C. Hotaling, Mapleton Enterprise; secretary, H. J. Haydon, Lakefield Standard; treasurer, Frank H. Griffin, Good Thunder; executive committee: J. H. Reynolds, Mankato Free Press; George A. Tuttle, Winnebago Enterprise; W. D. Hinchon, Madelia Times-Messenger.

MISSOURI ASSOCIATED DAILIES—President, James Todd, Maryville Democrat-Forum; vice-president, Frank Briggs, Macon Chronicle-Herald; secretary-treasurer, Mitchell L. White, Mexico Ledger.

NORTHEAST MISSOURI PRINTERS' AND PUBLISHERS' ASSOCIATION—President Omar D. Gray, Sturgeon Leader; vice-president, W. C. Hewett, Shelbyville Herald; secretary-treasurer, Edgar P. Blanton, Shelbina Democrat; publicity director, Edgar C. White, Macon Republican.

NORTHWEST MISSOURI PRESS ASSOCIATION—President, Fred Mitchell, Excelsior Springs; first vice-president, H. S. Beardsley, Trenton; second vice-president, L. M. Bowman, King City; treasurer, B. J. Bliss, Jr., Weston; secretary, Beatrix W. Ford, Maryville.

NORTHEAST NEBRASKA PRESS ASSOCIATION—President, W. H. Weekes, Norfolk Press; vice-president, Nathan B. Pont, Stanton; secretary and treasurer, J. P. O'Furey, Hartington.

NEW ENGLAND ASSOCIATION OF CIRCULATION MANAGERS—President, James E. Hennessey, Fall River (Mass.) Herald-News; vice-president, Austin B. Croshere, New Bedford (Mass.) Standard-Mercury; secretary-treasurer, Louis M. Hammond, Boston (Mass.) Transcript.

NORTH DAKOTA PRESS ASSOCIATION—President, George P. Collins, Carrington, Foster County Independent; first vice-president, Walter C. Taylor, La Moure Chronicle; second vice-president H. J. Morris, Jamestown Record; third vice-president, E. L. Peterson, Dickinson Press; secretary-treasurer, M. I. Forkner, Langdon Republican.

NORTH IDAHO DIVISION, IDAHO EDITORIAL ASSOCIATION—Directors: C. W. King, Bonners Ferry; C. R. Scott, Coeur d' Alene; J G. Parsons, Sandpoint; W. P. Conger, Nezperce; George Lamphere, Moscow; O. C. Fodrea, Lewiston; E. F. Mason, Moscow.

NEW YORK ASSOCIATION—President, Elmer E. Conrath, Cuba Patriot and Free Press; vice-president, Fay Parsons, Cortland Democrat; secretary, Jay W. Shaw, Elmira; treasurer, Floyd B. Miner, Fairport Herald-Mail; executive committee: Peter A. Blossom, Brockport Republic-Democrat; Thomas H. Alvord, Livonia Gazette; Elias Vair, Waterloo News; Merritt M. Landon, Bath Steuben Farmers' Advocate; A. L. Brainard, Kenmore Record.

NEW YORK STATE PUBLISHERS ASSOCIATION—President, Frank E. Gannett, Rochester Times Union; first vice-president, Jerome D. Barnum, Syracuse Post Standard; second vice-president, Arthur D. Hecox, Albany Knickerbocker Press and News; treasurer, Gardner Kline, Amsterdam Recorder; secretary, Charles H. Congdon, Watertown Times; executive secretary, J. B. Pinkham.

PENNSYLVANIA NEWSPAPER PUBLISHERS' ASSOCIATION—President, Paul R. Eyerly, Bloomsburg Morning Press; vice-president, William D. Fish, Coudersport Enterprise; secretary-treasurer, Howard Reynolds, Quarryville Sun.

WISCONSIN PRESS ASSOCIATION—President, John A. Kuypers, DePere Journal-Democrat; vice-president, Merlin Hull, Black River Falls Jackson County Journal; secretary-treasurer, Louis H. Zimmerman, Burlington Standard-Democrat.

HONORS COME TO HIM "IN BUNCHES"

O. C. HARN, advertising manager of the National Lead Co., and one of the few actual advertising managers among the many bearing that title in small and large corporations, has been chosen to succeed the late Stanley Clague as director of the Audit Bureau of Circulation. At about the same time he was awarded the gold medal for distinguished personal service to advertising in the Bogk-Harvard Advertising Awards for 1926. His work as president of the A. B. C. was largely responsible for earning the medal. Mr. Harn entered advertising with the H. J. Heinz Co., after being graduated from Cornell and doing editorial work for news and trade papers. He originated the famous Dutch Boy Painter trade mark, helped organize the Association of National Advertising Managers, was for four years chairman of the National Advertising Commission of the A. A. C. of W., and a director of advertising for the government during the war.

RULES for N. E. A. NEWSPAPER CONTESTS

FROM THE N. E. A. BULLETIN

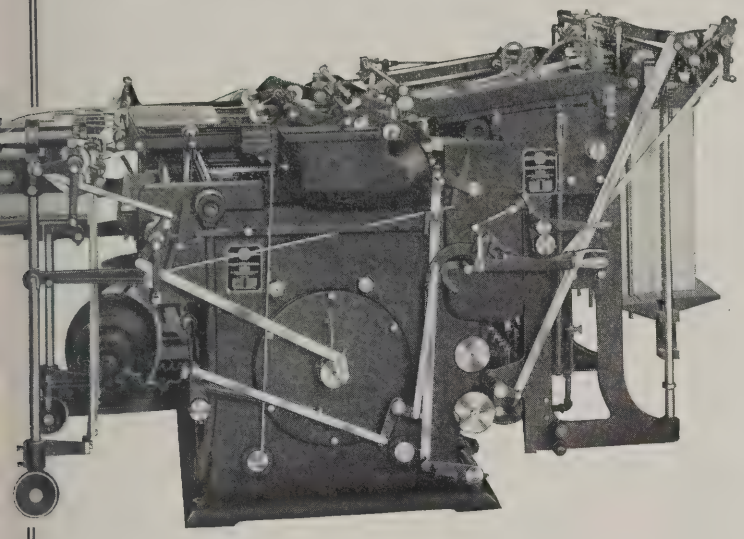
1. Contestants must be members of the National Editorial Association in good standing.

2. Each contest will cover the twelve months ending December 31, 1926. All copies of newspapers to be judged must be in the hands of the Executive Secretary of the National Editorial Association by March 15, 1927.

3. All entries must be the general run of the paper and upon the same stock ordinarily used for regular editions.

4. In the Best Editorial Page contest and the Best Weekly News-

Miller High-Speed Press



Maximum Speed 4500—Sheet Size 13" x 20". Write for descriptive booklet, samples of work, and other interesting data—no obligation.

Profit—based on conservative High-Speed hour costs and High-Speed average net production, approximating maximum operating speeds of competing units.

Prestige—through prompt and better service to your trade at fair prices consistent with High-Speed economy and productiveness.

Prosperity—the logical summing up of profitable High-Speed operation and business-building prestige established through efficient service and fair prices.

We have the proof—unsolicited letters from scores of users, samples of work imprinted with production data and other interesting High-Speed literature—yours for the asking.

MILLER SAW-TRIMMER COMPANY

PITTSBURGH, U. S. A.

Branches in All Principal Cities

For Immediate Shipment at all Selling Houses

Printing Machinery and Supplies

Chandler & Price Presses
Paper Cutters
Colt's Armory Presses
Cutters and Creasers
Boston Wire Stitchers
Boston Staple Binders
Portland Multiple Punches
Golding Machinery
Challenge Mach'y Co. Products
Hamilton Manufacturing Co.
Wood and Steel Equipment

AMERICAN TYPE

The Best in Any Case

Kelly Automatic Presses
Lee Two-Revolution Press
F. P. Rosback Co. Products
H. B. Rouse & Co. Products
Type, Borders and Ornaments
Metal Leads and Slugs
Brass Rule and Metal Furniture
Numbering Machines
Ink Knives and Plate Brushes
Benzine and Lye Brushes
Galleys, Brass and Steel

American Type Founders Company

BOSTON
NEW YORK
PHILADELPHIA
BALTIMORE

RICHMOND
ATLANTA
BUFFALO
PITTSBURGH
CLEVELAND

DETROIT
CHICAGO
CINCINNATI
ST. LOUIS
DES MOINES

MILWAUKEE
MINNEAPOLIS
KANSAS CITY
DENVER
LOS ANGELES

SAN FRANCISCO
PORTLAND
SPOKANE

SET IN GOUDY CATALOGUE AND GOUDY CATALOGUE ITALIC

C & G

Cost of the Obsolete

If there is a ***better*** machine on the market, the one you own is "eating its head off." In competition you are beaten before you start. The old is a waste—only the new is profitable. These two C&G cutting tools for the composing room—a complete equipment—are the newest—will put you in the lead in competition—will *save the cost of the obsolete.* Write for details.

Designed and Made by

Cheshire & Greenfield Manufacturing Co.

182-184 Huron St., Milwaukee, Wis.

100% Dividends Annually

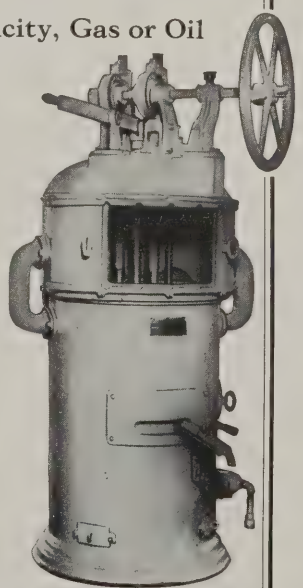
is assured by

Monarch Monometer

RE-MELTING FURNACE

Operated with Electricity, Gas or Oil

THE Monometer is scientifically constructed. It has an automatic heat control—prevents burning of metal—uses less gas—eliminates harmful fumes—retains tin—and reduces dross to a minimum.



Ideal Furnace *for* Newspaper Plants

THE saving in fuel and dross will pay cost of Monometer in one year. It is built to last a lifetime.

Write for Catalog "N".

The Monarch Engineering & Mfg. Co.

1206 American Bldg., Baltimore, Md., U. S. A.

WORKS, CURTIS BAY, MD.

"NPJ" ROUND TABLE
(CONTINUED)

paper contest five consecutive copies of the contesting newspaper must be submitted. In the Newspaper Production contest and the Best Front Page contest three consecutive copies must be submitted. In the Greatest Community Service contest the publisher of the contesting newspaper may submit such copies as he deems necessary to set forth the facts on which its entry in the contest is based.

5. The required consecutive copies may be taken from any portion of the time covered by Rule 2 and they may be supplemented by other copies selected from the time covered by Rule 2 but no copies shall be submitted other than those published during the time covered by Rule 2.

6. In contests where score cards are used, Judges shall attach score cards to each entry, showing points on which awards are made and number of points awarded on each score.

7. The winner of a cup in any contest will not be awarded a cup in that contest for the two years next following the cup award, but if the contesting newspaper merits such an award the judge may make an award "hors concours." Each award "hors concours" shall be construed as indicating merit equal to the merit of a cup award. This also applies to previous contests.

IMPORTANT INSTRUCTIONS: All of the competing copies submitted by any newspaper in a contest must be securely tied and wrapped in one bundle and plainly marked "Contest Papers" and mailed to

H. C. Hotaling, Executive Secretary,
National Editorial Association,
622 Merchants National Bank Bldg.,
St. Paul, Minnesota.

Extra precautions should be taken in wrapping and addressing the bundle and the bundle should be marked to show the contest for which it is entered. Each contesting publisher should also write a letter to Mr. Hotaling as a precautionary measure, stating that he is forwarding the bundle of contest newspapers in that mail.

BEST WEEKLY NEWSPAPER

President's Cup offered by Herman Roe, Northfield, Minnesota.

Score Card:	Points
Mechanical excellence	10
Completeness of field coverage	30
Literary excellence	20
Editorial page	20
Promotion of community interests	20

GREATEST COMMUNITY SERVICE

Cup Offered by Editor & Publisher, New York City.

No Score Card—Letters of nomination and recommendation should accompany all entries. The judge will be asked to submit a written report analyzing all entries and giving reasons for the award. It is not considered practical to prepare a score card for this contest.

Since the community service efforts of any newspaper must be cumulative in character and must often cover a considerable period of time, letters of nomination and recommendation may cover pertinent facts relating to the services of the contesting newspaper for a period longer than the twelve months ending Dec. 31, 1926, but the copies of the newspaper submitted must be confined to the provisions of the general rules. The judge will exercise his own discretion in giving weight to services performed as indicated in the letters of nomination and recommendation, taken in connection with the newspaper copies submitted to him as provided in the general rules.

BEST EDITORIAL PAGE

Cup offered by Inland Printer, Chicago

Score Card:	Points
Scope, suitability and originality of topics	30
Leadership	30
Literary excellence	30
Mechanical appearance	10

FRONT PAGE CONTEST

Cup offered by the American Printer, New York City.

Score Card:	Points
General attractiveness	35
Symmetry and balance	35
Headline system	10
Typography (body type 5—display 5)	10
Press work	10

NEWSPAPER PRODUCTION CONTEST

Silver Trophy offered by National Printer-Journalist, Milwaukee, Wis.

Score Card:	Points
General appearance, selection of type, borders, etc.	15
Typographical workmanship	15
Arrangement of Advertisements	15
Arrangement of news	15
Quality and arrangement of illustrations	15
Press work	15
Addressing and wrapping	10

ADVERTISING CONTEST

Trophy offered by the Bonnett-Brown Corporation, Chicago, Ill.

1. Competing newspapers must submit:
First: A sworn statement showing comparative advertising lineage for the years 1925 and 1926. Second: Sample advertisements of any size but covering a series of the same or similar lines of business for two years. It is these specimens that will be judged for the improvement that a newspaper has made in the quality of its local advertising. Third: At least three copies of the newspaper.

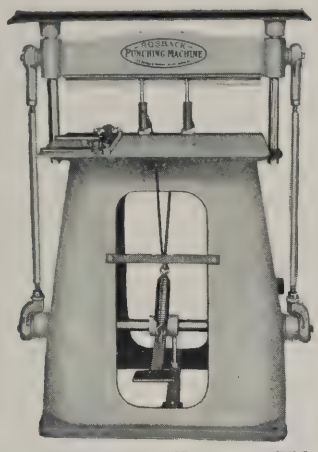
2. A point system will be employed in making the award. On this basis:

	Points
Attractiveness of layouts and illustrations	25
Attractiveness of typography—type selection, rule work, cut placing, etc.	25
Attention-getting value of copy and its appeal	25
Greatest percentage of increase in advertising linage during 1926 over 1925	25

In considering this factor the judges will be asked to consider the field in which the newspaper is published, and also continuity of ownership.

3. Trophy will become permanent property of the newspaper winning it three times in succession.

The ROSBACK Pony Six Multiplex Punching Machine



Price of Foot Power With Two Heads - - - $165.00
F. O. B. Factory

This is the Original Combination machine for punching round, open or special shapes of holes, Perforating like Postage Stamps, Round Cornering and Tab Cutting.

Attachments are one piece heads, easily placed in position and takes less than five minutes to make the change.

Two round hole heads complete with punches and dies ARE FURNISHED with the machine.

Other attachments can be purchased at any time.

Built in Foot Power, Belt and Motor Drive Units.

IT GROWS WITH YOUR BUSINESS

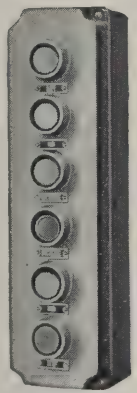
MANUFACTURED BY

F. P. ROSBACK COMPANY

BENTON HARBOR, MICHIGAN

Sold by dealers everywhere

For safety, speed and economical operation use



The Boss of the Press

Cline Universal Control System

Cline electrical engineers devote themselves exclusively to the printing trades' requirements. There is Cline-Westinghouse equipment for all printing needs from the smallest wire stitcher to the largest newspaper press. 25 years of specialized experience are behind it.

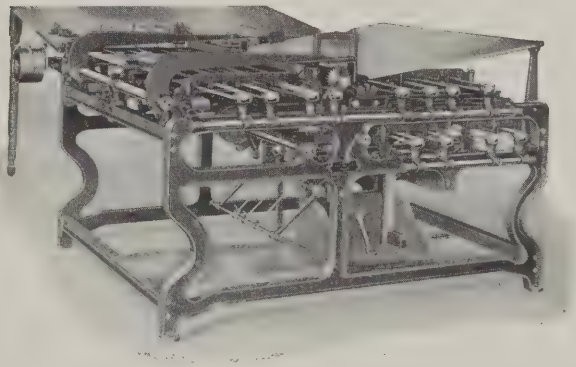
CLINE ELECTRIC MFG. CO.

Western Office	*Main Office*	*Eastern Office*
First Nat'l Bank Bldg.	Conway Bldg.	Marbridge Bldg.
San Francisco, Calif.	111 W. Washington St. Chicago	47 W. 34th St. New York

CLINE ELECTRIC MFG. CO. CHICAGO — CLINE SYSTEM — CLINE WESTINGHOUSE

Mentges No. 2 Newspaper & Periodical Folding Machine

Has been designed to meet every requirement of the average small newspaper office. It is built for years of effective service with a minimum expense.



This machine is absolutely dependable. Twenty-five years' experience in building folding machines has enabled us to eliminate the things which cause trouble and delay.

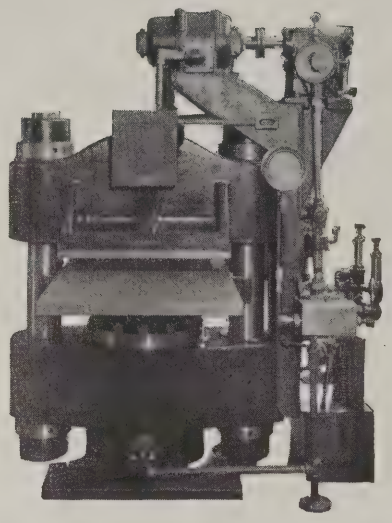
Machine Sent on Thirty Days Trial

Write for Our Proposition

The Mentges Folder Company
SIDNEY, OHIO

"Builders of Profitable Folding Machinery"

BIROTADRUCK



HYDRAULIC MATRICE PRESS

Direct pressure under complete control. Fast, positive, non-vibrating, hydraulic operation.

The New York Times uses Birotadruck Hydraulic Matrice Moulding Presses exclusively.

For full information and sample pages address

AMERICAN BIROTADRUCK CO., INC.
120 West 42nd St. New York

TYPE or STEREOTYPE?

Why tie up your expensive type in standing forms when it is so easy to make your own Certified stereotypes?

We need hardly tell you what it would mean to your shop to have all of your type available all the time, by "matting" standing and repeat jobs.

If you have a standard job press you are equipped to make your own mats; and with an inexpensive casting outfit, you can make your own plates economically, and at a moment's notice.

By trying the Certified Cold Process of stereotyping for printers', you will understand why it is so popular with so many printers and publishers.

And remember, you can make a trial without any expense or obligation on your part. Just use the coupon below.

Certified Dry Mat Corp.,
338 Madison Ave., **Date**.....
New York, N. Y.

Gentlemen:

You may send us a sample of your Certified Printer's Mat, together with full particulars. There is no obligation on our part.

NAME.....

ADDRESS.....

By.....Title.....

"NPJ" ROUND TABLE
(CONTINUED)

Newspaper Contest Awards

COLORADO EDITORIAL ASSOCIATION—(Awards of $25, $15 and $10 cash were given by the Western Newspaper Union and the American Type Founders Co.) Best Front Page, Colorado Springs *Farm News,* first; Englewood *Herald,* second; Florence *Paradox,* third.

WISCONSIN PRESS ASSOCIATION—Sweepstakes, Stanley *Republican,* among 120 entries; top-notchers in various contests: Community Building, Tomahawk *Leader;* Farm News Service, Oconto *Reporter;* Front Page Makeup, less than 750 pop., Luck *Enterprise;* papers in town of 750 to 1,500, New Holstein *Reporter;* over 1,500, Barron County *Tribune.*

NEWS : : : EDUCATIONAL

FOR $350,000 JOURNALISM SCHOOL

A Campaign Among newspapers and newspaper workers throughout the United States for $350,000 to establish a School of Journalism as a monument to Don R. Mellett, slain Canton, O., publisher, will be conducted by journalism students of Indiana University, Mellett's *alma mater.* The school is to be established at the Hoosier institution. Widely known newspaper men have approved the plan and promised aid.

WISCONSIN TO CONSIDER FIELD PLAN

Shall the Wisconsin Press Association employ a field secretary? The question arose at the 1927 annual convention at Madison, mid-February, and the president was instructed to appoint a committee of three to investigate and report ways and means at the 1928 convention.

GRAPHIC ARTS EXPOSITION PLANS

To Get a striking poster for advertising the Fourth Educational Graphic Arts Exposition in New York, Sept. 5-17, 1927, a poster competition has been worked out. A. E. Giegengack is manager of the expo, headquarters at 461 Eighth Avenue, New York City. Half of the display spaces had been taken by Feb. 1.

CALIFORNIA CHANGES NAME

The Southern California Editorial Association has changed its name to the California Newsapper Publishers' Association, preliminary to working out a state-wide service organization based on the successful work of the Southern, under Ben H. Read's management.

N. E. A. MEMBERSHIP DRIVE WINNING

Over 850 New Members have been secured for the National Editorial Association in the 1926-7 drive, a last reports, and more are coming in daily. Alabama, Alaska, District of Columbia, Idaho, North Dakota, Rhode Island and Tennessee made 100% on their quotas early in February. Two thousand is the final goal. Massachusetts and Wyoming associations have voted to make all their state officers members. Massachusetts Press Association voted to add $3 a year to state dues, this to include a membership in the N. E. A. for every state association member. Wyoming Press Association has done likewise.

THIS MAY BE A GOOD LEAD FOR OTHER STATES

The Wisconsin Press Association has adopted this resolution: "Resolved, that we request that Dairy and Food commissioner of Wisconsin shall recommend to the legislature the repeal of such laws as have become needless and obsolete regarding the advertising of food products, and which can be repealed without in any way interfering with the regulations of such department in the enforcement of the pure food laws."

NEWEST JOB FOR FIELD MANAGERS

Field Managers have been accused of "talking moonshine;" every one who has ever done anything worth while, has been confronted with the charge, perhaps. Ben H. Read of California could tell a "new and different one", however. Under the Heading, "Ben H. Read Gives Us the Once-Over", the Monterey Park (Calf.) *Progress* of January 14, 1927, carries this item: "Ben H. Read, the man who put pep into the Southern California Editorial Association and cut out the junk, meaning the junketing, paid Monterey Park a visit Tuesday. He came

$10.00 SIX WHEELS

COLD ROLLED STEEL CASE IS AN EXCLUSIVE FEATURE FOUND ONLY IN AMERICAN STOCK MACHINES

TOOL STEEL DROP CIPHERS SOLID ONE PIECE PLUNGER

GUARANTEED

ALL STEEL NEW

AMERICAN MODEL 64 NUMBERING MACHINE

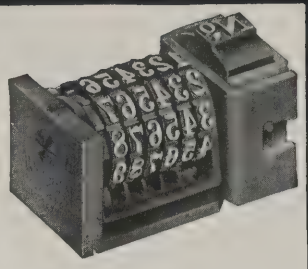
100 Other Models for Flat Bed and Rotary Presses

American Numbering Machine Co.

224 SHEPHERD AVENUE, BROOKLYN, N. Y.

Branches: 123 West Madison Street, Chicago, Illinois

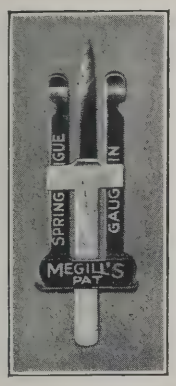
London and Paris



No. 123456

Fac-Simile Impression

Carried in Stock by American Type Founders Company and All Printers' Supply Houses.



MEGILL'S GAUGE PINS

for Job Presses

Spring Tongue Gauge Pins, $1.80 doz.
Reg. U. S. Pat. Office.

Always uniform and dependable. We make many styles. Send for illustrated circular.

Sold by reliable dealers or direct.

THE EDWARD L. MEGILL CO.
EST. 1870
761 Atlantic Ave., Brooklyn, N. Y.

Electrotype Specialists

Experience has taught us how to handle exceptional jobs in halftone and color so that impressions from electrotypes are equal in quality to reproductions from the original engravings.

We are serving and satisfying a growing clientele with Lead Mould Electrotypes and Nickeltypes of precision and exactness for their particular work.

Badger Electrotype Co.

129-135 Michigan St., Milwaukee, Wis.

Dependability - Practicability - Durability - Value

The Margach Feeder

for

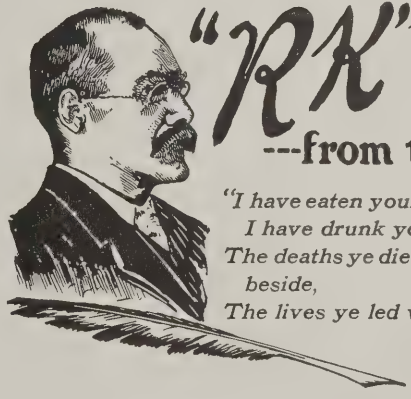
Linotypes, Intertypes, Monotypes, Ludlows, Elrods

Eventually — Why Not Now
(With apologies to Pillsbury)

What other article is guaranteed for ten years against further cost than the $75.00 for a Margach?

And what other accessory to the typesetting machine can fill an entire newspaper page with agate lines of SATISFIED users?

Margach Manufacturing Co.
Incorporated
213 CENTRE STREET NEW YORK



"RK" knew ---from the inside!

"I have eaten your bread and salt,
I have drunk your water and wine,
The deaths ye died, I have watched beside,
The lives ye led were mine."

Prelude to Barrackroom Balads, Etc. *Kipling.*

KIPLING could write so trenchantly of the Indo-British military life only because he had been of it and in it—first hand.

So, and not otherwise, with Western States Envelope service to the printing trade. Its knowledge of printing requirements comes from the inside, intimate contact of more than a quarter century with printing needs—on the actual ground.

Twenty million envelopes ready to ship from stock—over 600 styles, anticipating practically every possible printing requirement—it is with that sort of investment that Western States backs its claims of *intelligent* service to you.

Get Free Price List No. 28

The Western States Envelope Co.

South Water *from* Clinton *to* Ferry Sts.
Milwaukee
Wisconsin

HARD METAL TYPE

Display Type for Newspapers --- 18 to 48 pt.

Hoosier Type is made on Thompson Type Casters from hard type founders' copper-mixed metal, and is being used with the utmost of satisfaction by hundreds of newspapers throughout the country. We accept old foundry type in trade for new material.

Write For Specimen Sheets Showing Late Modern Display Type Faces.

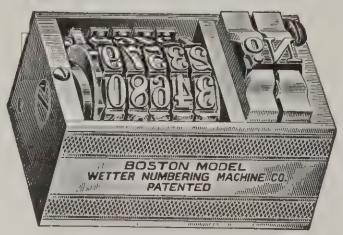
Hoosier Type Founders Co.

609 Lafayette Street :: Fort Wayne, Indiana

WETTER

LOW PLUNGER

Numbering Machines



Can be "locked" in the form the same as type and sometimes with type — enabling you to Number and Print at one operation.

Will enable you to do your numbering quicker.

Will prevent your work being seen by competitors.

In every way more satisfactory than sending work out to be numbered.

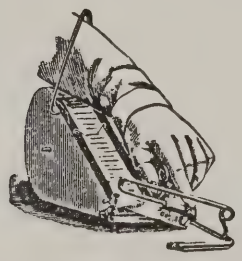
ALL DEALERS

No 12356

FACSIMILE IMPRESSION

WETTER NUMBERING MACHINE COMPANY

Atlantic Ave. and Logan St. Brooklyn, N. Y., U. S. A.



THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet

The Robert Dick Mailer

137 W. TUPPER ST. BUFFALO, N. Y.

"NPJ" ROUND TABLE
(CONTINUED)

amid rain, but sure enough as he stepped into the *Progress* office, the sun started to shine. Ben Read always brings sunshine."

INCOME TAX REPORT HELPS

Tax Experts, handling publishers' cases before the Treasury Department, in response to requests from the Washington N. E. A. Office in regard to depreciation rates said that in a general way it is the practice to take flat rates for printing machinery of 10 per cent, type, etc. twenty-five per cent and furniture 10 per cent, the allowance on the building being determined by the character of the structure.

As to Building.—3 per cent is the rate most frequently used for slowly burning brick structures; 2 per cent is the minimum rate for concrete, brick and steel fireproof stuctures, but 2½ per cent is more nearly correct and is repeatedly allowed by the Treasury Department. Where walls can be shown to be subject to unusual strain or vibration, a rate of not less than 4 per cent should be used; frame buildings have a serviceable life of from 20 to 30 years, i. e., the rate should be from 3½ per cent to 5 per cent per annum.

As to Printing Machinery.—The depreciation of presses should at no time be less than 7½ per cent per annum but the accepted rate is 10 per cent per annum and has been well substantiated by decisions of the Commissioner and the United States Board of Tax Appeals.

As to Materials.—On type, printers' tools, electrotypes, plates, etc., the minimum rate is 10 per cent per annum, but 25 per cent per annum is most generally accepted.

As to Office Furniture and Fixtures.—The proper rate for this asset is 10 per cent per annum, although when it can be broken down into furniture, typewriters, adding machines, etc., the rate on the furniture would still be 10 per cent, but the typewriters, adding machines, etc., would take a 20 per cent charge.—*National Editorial Association Bulletin.*

REPORTERS AND DESK EDITORS' PAY

Average Weekly salaries, from a survey of thirty-five newspapers in towns of various populations:

POPULATION	REPORTERS	DESK MEN
Under 10,000	$29.25	$32.50
10,000 to 25,000	27.50	42.50
25,000 to 50,000	36.00	41.00
50,000 to 75,000	34.50	45.00
75,000 to 100,000	33.00	40.00
100,000 to 150,000	36.50	44.50
Over 150,000	43.50	52.50

SELLING JOB WORK

POSSIBILITIES IN LETTERHEADS

The Printers Album, Challenge Machinery Co.; "Printers can easily sell other useful sizes of letterheads to the average business firm, in addition to the 8½x11 inches size. In fact, this is being done by numerous printers with considerable success. The most popular smaller sizes are called 'half-size sheets,' (8½x5½) inches), and 'two-third-size letter sheets,' can be cut from 17x22 inches bond or writing paper without waste. The two smaller sizes mentioned are exceedingly useful in business offices for 'short' letters. Very often they can be used for correspondence in place of the regular 8½x11 inches letterheads.

"When a customer places an order for the large-size letterheads mentioned, the printer should suggest an *extra* order for the smaller sizes. It may be that the customer has not thought of the advantages of the smaller sizes of letter sheets, and once he recognizes their economy, he is likely to place orders for them.

"In like manner, the printer can suggest two sizes of envelopes for use with the three standard sizes of letter sheets. For example, the 9½ inch (No. 10 size) envelopes are most useful for 8½x11 inches letterheads—to be folded twice the 8½ inches way. These envelopes will also serve for the 8½x7½ inches letter sheets, to be folded once the 8½ inches way. The No. 6¾ envelopes will provide for the 'half-size' letter sheets, which may be folded twice the 5½ inches way.

"The printer should have printed samples of the different sizes of letter sheets and envelopes ready for demonstration. He may sell these lines in white bond and writing paper, also in bond papers of pleasing tints. The use of tinted bond papers for business stationery is rapidly increasing."

National Printer Journalist

Volume 45 Number 4

Not to be taken from this room

April 1927

25 cents per copy

$2.00 a year

Spring House Cleaning, or The Lion and the Lamb

WHAT a large barrel of Human Cheer it takes, to neutralize a morgue-like office or plant; but it's got to be done; that Power is needed for making Profit. : : : : :

THIS TASK may mean tinting the exteriors and the interiors of the Executives *more* than those of employes and walls. : : : : : : : :

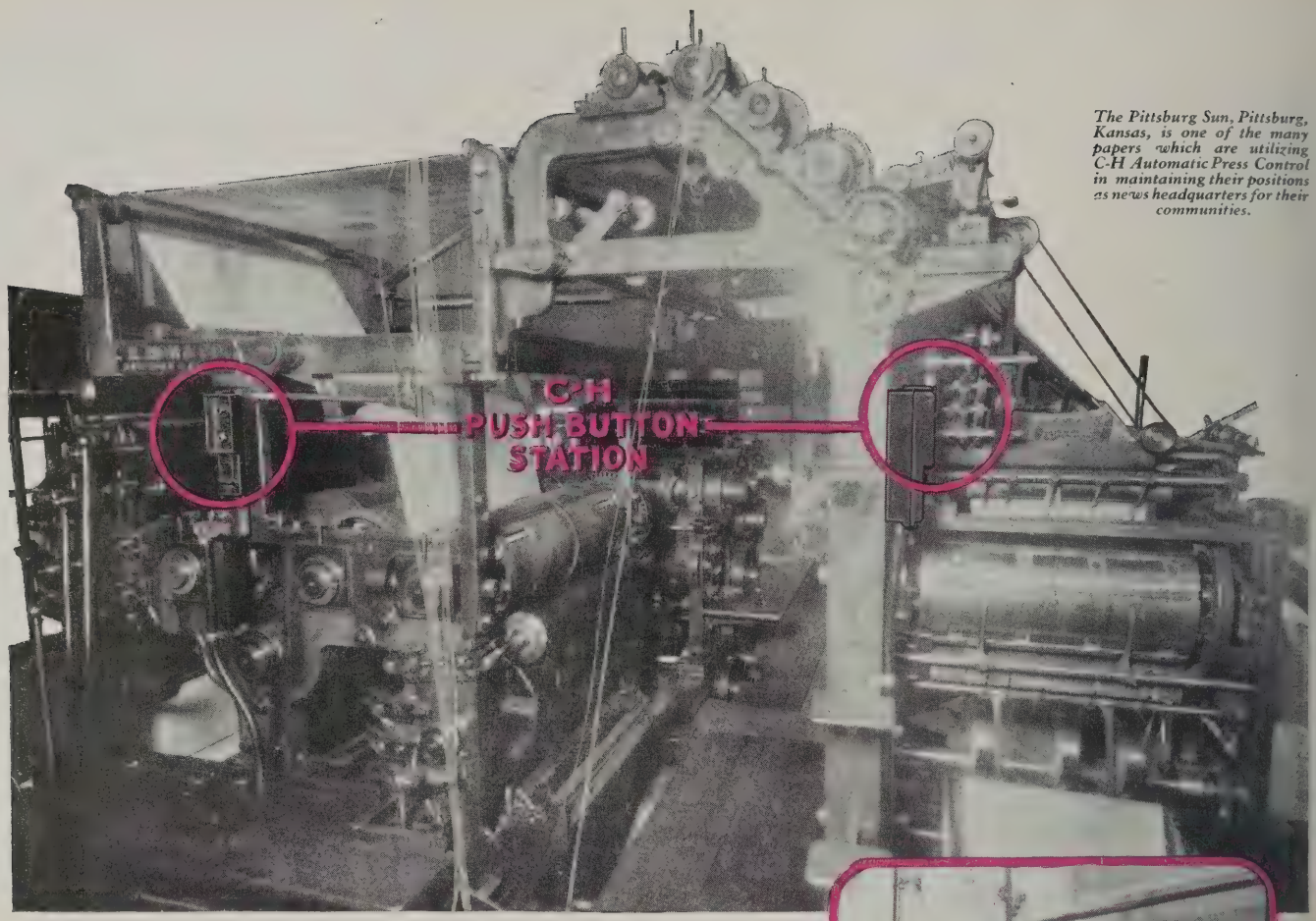
FEAR is a woeful incentive in Business. It makes Business a Lion's Den. Alibi-ing and Buck-Passing are no better. : : : : : : : :

JOHN L. MEYER.

Copyrighted

Publisher:Printer Experience Exchange

Published Monthly by TRADE PRESS PUBLISHING CO., 129-135 E. Michigan St., Milwaukee, Wis.
Entered as Second Class Matter, Milwaukee, Wis., Jan. 30, 1922, under act of Congress, March 3, 1879.



The Pittsburg Sun, Pittsburg, Kansas, is one of the many papers which are utilizing C-H Automatic Press Control in maintaining their positions as news headquarters for their communities.

Holding reader interest

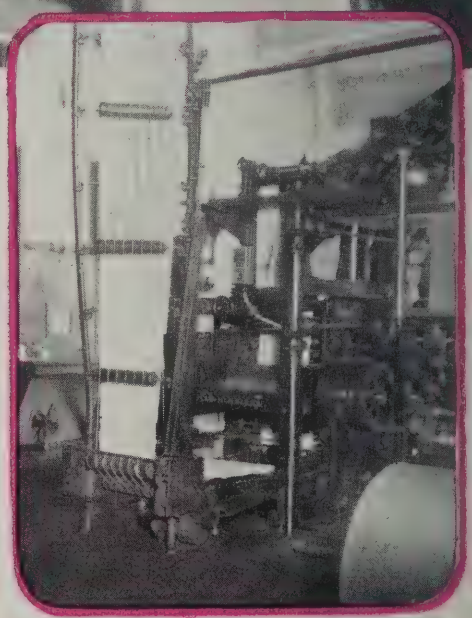
NEWS!—that is the reason your typical reader buys your paper. He wants the "latest" and upon his confidence that he is getting it depends his loyalty to your sheet.

By cutting the time between "deadline" and the instant when the first papers come off the press—C-H Automatic Press Control will help you get more of the "latest" into each edition, and thus help you to boost the leadership of your paper; it means reader interest, circulation, advertising lineage.

Papers in large and small cities profit alike from C-H Press Control. It automatically exercises the intelligence of an expert operator—without the human tendency to fail under pressure—eliminating break-downs when minutes are precious. Presses are accelerated smoothly, quickly, safely and the speed is easily controlled—all from conveniently located push-button control stations.

Over 30 years' experience with your problems enables C-H Engineers to make recommendations that will enable you to fortify the position of your paper. Write us today

The CUTLER-HAMMER Mfg. Co.
Pioneer Manufacturers of Electric Control Apparatus
1223 St. Paul Avenue
MILWAUKEE, WISCONSIN



C-H Conveyors cut to an absolute minimum, the time required to get the papers from the presses to the street. Carrying the papers as fast as the presses can deliver them—up, around, in any direction, to any distance—and depositing them in counted piles—C-H Conveyors save precious minutes and costly labor. They save their cost in short order.

The Elizabeth Daily Journal, Elizabeth, N.J. (Circulation approximately 25,000) is one of many medium sized newspapers which save time with C-H Conveyors.

CUTLER C-H HAMMER

Press Room Efficiency Depends on Electrical Control

National Printer Journalist
(Copyrighted)

Established 1883 as The Printer and Publisher
Published Monthly by TRADE PRESS PUBLISHING CO., 129-135 E. Michigan St., Milwaukee, Wis.
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F. L. GOULSTON, Advertising Manager PAUL C. TREVIRANUS, Business Manager
Branch Offices in Leading Cities:
CHICAGO—L. M. Carroll, 743 Webster Bldg. NEW YORK CITY—C. J. Nuttall, 299 Madison Ave.
DETROIT—D. L. Prouty, 507 Hofman Bldg. ST. LOUIS—C. A. Schulenburg, 509 Security Bldg.

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JOHN L. MEYER
Managing Editor, "NPJ"
Associated Staff
H. J. LARKIN, E. C. KRATSCH
GEO. A. JUST

Vol. 45 Milwaukee, Wis., April, 1927 No. 4

The Only Way To Know Them And Get Real Experience

WORK FOR THEM . . . . . : BOSS THEM MARRY THEM

From His Private Notebook, "ME and MY Boss"

By Ivan D. Long

Who Has Published Six Papers and Worked for Fifteen Bosses, and is Happily Married, Too

"YOU have either to work for people or marry them to really become acquainted with them!"—so a old friend of mine used to tell me. I believe him. Folks who have worked under a number of people and those who have gotten married (one or both!) will also agree with him.

For several years I have kept a small notebook, which I call *"Me and My Boss."*

A great many employes find their lifetime battle within themselves. A lot of bosses find their bone to pick with their employes. Not a few printers are constantly peeved at the man who writes their checks.

Yet, printers and publishers, more than all other classes of workmen and employers, should strive for the utmost harmony.

The proprietor of a printing establishment should find ample warfare in overthrowing the many problems with which most employing printers are confronted.

Improved art and more speedy production is the battle-cry of successful craftsmen employed in the better class of printing establishments.

Printers *are* artists, and the best work cannot be done when the artist is in a frenzy or is emotionally upset. Yet, there are numerous employers who seem to think it a part of their duty to keep their men "worked up" all the time.

THE idea which seems to me to be the most prevalent among printers may be summed up: *"Bosses all have queer ideas."* Is this not a common fault of all people? It is merely the ego creeping out and speaking in parable. Employers, too, have the same idea, about their printers.

I remember one boss I had who was the worst grouch ever. A customer came in and called the boss everything possible in the American (?) language. I felt my employer had every argument in his favor. When the man went out I commented:

"That fellow acts like a plumb fool, doesn't he?"

"Yes!" retorted the Boss, *"Ought to make a good printer!"*

A fellow printer once made me smile by saying, *"Have you ever noticed that the work generally goes along smoother when the boss is away?"* I had to admit that such was the case.

Another young fellow had just taken a considerable "bawling out" from the boss, and had brought this upon himself through using a claw-hammer on a planer when the mallet was not to be found—after the boss' small boy had lost it in the back yard. Yet the "old man" himself always used the clawhammer even when the mallet was as handy.

"Beats the devil how bosses are forever doing things for which we printers would be immediately fired for doing!" commented this printer when the boss had gone back to his office.

A mechanic over thirteen Linotypes commented to me one night during our rest for midnight lunch: "Don't it beat the dickens how all employers like to be called *'Boss!'* They would all call a man a liar and probably *can* him if he told them so, but nevertheless, they like it." I have noticed since that his words contained a good bit of truth.

AN ADVERTISER TO ADVERTISERS ABOUT EDITORS

FROM "CLASS" MAGAZINE

IT SEEMS to me that it is important to the advertiser to know *what sort of man* is editing the publication in which he is using space. Is he an authority in his field? Is he recognized as such? Does he lead thought, or merely record events? Because there are both kinds of editors, the advertiser who is studying an A. B. C. statement for information regarding the quantity and character of circulation should add to his knowledge some definite facts regarding the editor who finally determines whether the circulation is going to be responsive to the appeals of the advertiser.

Is This a Double-Vision Looking Glass for Any Who Would : : : : : "See The'rselves as Ithers See Them"?

THE greatest complaints I have heard expressed by the employes are as follows:

1. THE BOSS should keep his nose out of the back shop during the progress of a job unless his judgment is called for. He pays his printers good wages because they are supposed to know how to do their work. *Any printer would rather be fired for incompetency than to be schooled constantly by his superior.* The fact that the employer pays his laborers the current wage for his services seems to the printer to be certain evidence that he (the employer) considers his employe a master of the printer's craft. Therefore, the printer expects, besides his weekly check, to be treated in a modest way as becomes an artist.

2. THE most unjust boss is the one who deals out his employes' pay in five and ten dollar lots. The average printer likes his amusements, and if he gets his pay in tiny dabs he will spend each tiny dab expecting to get a big check the next time and put that in his savings account. The big pay never comes and neither does the savings account. *Every printer wants his wages when they are due, and if the boss can't pay the wages, he ought not to hire a printer.* In every case of which I have known of this kind the printers had some feasible method of increasing the business to a point where the employer could pay, but they refused to try to tell the boss how to run his business. That's the privilege of being in business for yourself—to run it the way you please and owe as much in salaries as you please.

Once when I was hiring a printer in my own shop there came a time when I could not meet his weekly demands. I told him conditions, stating that I had no means of immediately securing the money. He kindly suggested getting out a special edition of the paper for the anniversary of the town's origin. He offered also to sell the advertising, and I took him up on the proposition. The result was that he insured his wages for several months, and I thereafter constantly asked for his ideas in the development of the business. He now owns that business himself.

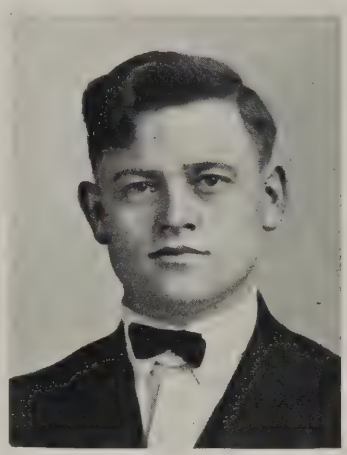
3. BOSSES rave about their customers bringing copy in at the very minute they want the job done, and *they promise the job out when the customer wants it, never stopping to consult the man in the back shop* who knows when the job can rightfully be promised.

Nothing makes a printer in a country shop feel more like a typelouse than to hear the man in the front end promise every customer his job "just as soon as the paper is out."

This same type of boss will let week-end happenings wait until Wednesday morning to be written up, after which he will rush out to sell the advertising for the Thursday issue, and then bellyache because the paper is late.

When the printer in the country newspaper office has to work the night before publication day to get the paper out on time nine times in ten it is the boss' fault and in most cases the printer does not get paid overtime either.

SOME day I am *again* going to have a newspaper plant of my own. But before I buy or start my publishing concern I am going to sum up all the good and bad qualities of the men for whom I have worked and the good and bad policies which were in force in their plants. From the results obtained I hope to be able to outline suitable policies that will tend toward the ideal in working conditions and organization.



IVAN D. LONG
of Dubois, Wyoming

THE AUTHOR of this article has been PUBLISHER of Liberty (Neb.) *Journal;* Barneston (Neb.) *Star;* Linwood (Kans.) *Light;* Oketo (Kans.) *Eagle;* Lander (Wyo.) *Morning Chat;* Dubois (Wyo.) *Dude Wrangler; and,* proprietor of the Lander (Wyo.) *Sky-Line Printery.* He has held POSITIONS with the Lawrence (Kans.) *Daily Gazette;* Lawrence *People's Forum;* Lincoln (Neb.) *State Journal;* Beatrice (Neb.) *Daily Express;* Nebraska City (Neb.) *Trader's Directory;* McGrew (Neb.) *Wasp;* Gering (Neb.) *Wasp;* Bayard (Neb.) *Transcript;* College View (Neb.) *College Press;* Lander (Wyo.) *Evening Post;* Lander *Wyoming State Journal;* Casper (Wyo.) *Independent;* Casper *Morning Herald;* Riverton (Wyo.) *Review,* and Riverton *Chronicle.* He is now, with his wife, working through three years more of college by writing and taking employment in printing and publishing plants. He tells *"NPJ"* that "your magazine truly furnishes one with somewhat of a university education in journalism if it is read systematically and with an eye for the educational pointers it contains."

◈ ◈ ◈

WHAT DO YOU DO WITH THE TIME YOU "SAVE?"

IN A contest among employes of a large organization (not a newspaper-printing plant!) with first prize to the employe proving which was the most-trangressed rule of the house, a new girl won, as follows: "The rule against wasting time is the easiest rule to break as it takes no effort to waste time. Many employes, after punching in the time clock, will loiter and visit with their friends before going to their own department. In this way from five to ten minutes are lost every day. When it is considered that if only five minutes each afternoon or morning were consumed in this way by each employe, and there are about 500 in the house, this would be 83 hours a week. This counted as only 25 cents per hour, would amount to $6,000."

◈ ◈ ◈

VETERAN EDITOR, 89, is HONORED by TOWNSMEN

MARTIN P. RINDLAUB, for many years editor of the Platteville (Wis.) *Witness,* was guest of honor at the Platteville Kiwanis lunch in February, on his 89th birthday.

In his younger days he was a reporter and attended the famous Lincoln-Douglas debates. He is active in bringing about the restoration of the Wisconsin's first capital building at Leslie. He has lived in Platteville 60 years.

Mr. Rindlaub has been a subscriber for *"NPJ"* since its beginnings 45 years ago, and occasionally writes the editor, complimenting the improvements which are being striven for by this magazine. He attends state, regional and N. E. A. conventions regularly and was especially feted at the N. E. A. Los Angeles convention last year.

WHAT PUBLISHERS & PRINTERS CAN ACCOMPLISH, TOGETHER

Practical Works of Southern School of Printing in Tennessee Detailed as New Building and Layout are Put into Use; Dedication on May 9

By P. R. RUSSELL

IN 1921, a group of Nashville printers, led by Secretary E. P. (*"Dad"*) Mickel, established in a small way a printing trade school, with a meagre second-hand equipment. Not satisfied with the equipment and the localized influence of the school, this group dared to attempt to sell to the master printers of the Southeastern states the idea of a bigger school with a wider influence to train for the industry a high type of workmen.

In 1923 the printing trade school in Nashville was adopted for enlargement, maintenance and operation by the Southeastern Master Printers' Federation, and that adoption has borne fruit in one of the largest, best-equipped institutions of the kind in the country. Conducted on a rigid policy as to its curriculum and methods of training, the school—now known as the *Southern School of Printing, Inc.*—has graduated more than 500 workmen in the industry in a bit more than five years, and fully ninety per cent of its graduates are known to be engaged in the industry.

Nearly three years ago the officials of the school "sold" it to the American Newspaper Publishers' Association, New York. Endorsement by the A. N. P. A. means a financial assistance from the educational fund of almost one dollar in three of the cost of operation. At the same time the Southern Newspaper Publishers' Association, headquarters at Chattanooga, Tenn., is carrying the message of the school, through the columns of its membership, the length and breadth of the Southland.

THE Southern School of Printing is not a machine composition school in the generally accepted sense, yet there is a battery of 14 Linotypes in the school, furnished by the Mergenthaler Linotype Co., under their broad plan of providing operator apprentices for their machines. The Intertype Corporation, through Vice-President D. R. Salisbury, recently arranged to place four of their machines in the school, completing a battery of eighteen slug-casting machines, including the latest models of both types of machines.

E. P. ("Dad") MICKEL
"Head Master," S. S. of P.

Before being placed on the machine for training each student must become well-grounded in hand composition, two months usually being required to finish this part of the course. Absolutely no student, regardless of previous experience or future desire, is allowed to pass up the ground work in hand composition.

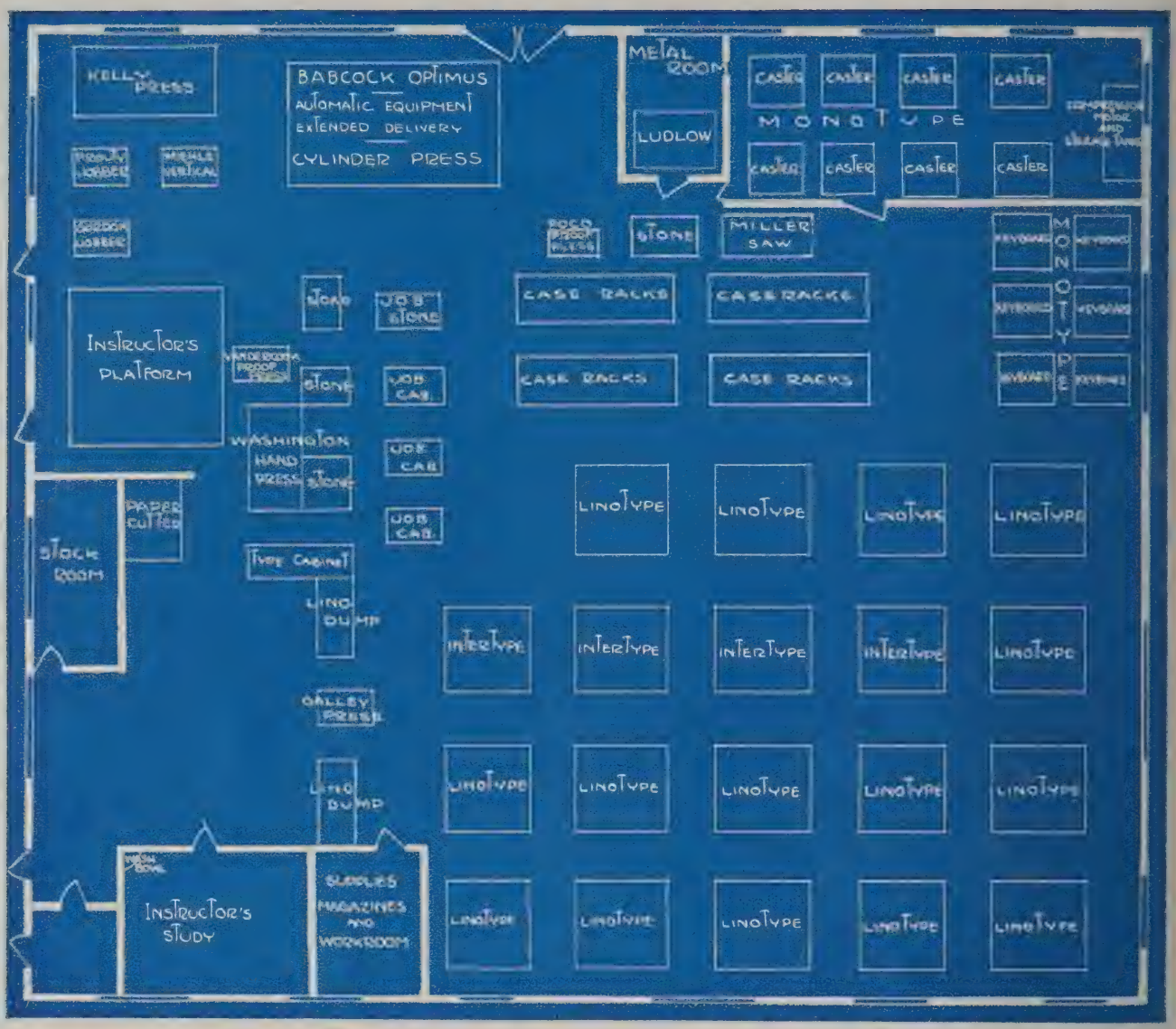
The school has in its Monotype department, eight keyboards and eight casters, on which students produce type composition and accessory material for use in the school. Recently this department, without difficulty, produced the composition for a 70-page book for the A. N. P. A., make-up and press work being done by students in hand composition and press departments of the school. A Ludlow Typecasting Unit is included in the equipment.

Although the school does not one cent of printing for which it is paid, a large volume of printing for itself and allied organizational interests is done.

IN 1926 second mortgage bonds were offered master printers and publishers of the South for the construction of a permament home for the offices of the Southern Master Printers Federation and its printing trade school. Sales of these bonds and donations recently reached the sum of $22,500. The building, a one-story brick structure, 70 by 170 feet, was completed in December, 1926, and is now occupied.

In the press department of the school are a 25x38 Babcock Optimus press with extended delivery, a Miehle Vertical, a Style-B Kelly automatic jobber, a Chandler & Price Gordon, and a Prouty platen. Proof presses used in the school are Pocos and Vandercooks. Additional equipment in the school includes Miller Saw Trimmers, a Ludlow typecasting unit, a Latham wire stitcher, and a Cleveland fold-

SOUTHERN SCHOOL of PRINTING, NASHVILLE, Tenn.



LAY-OUT in New Plant, SOUTHERN SCHOOL OF PRINTING

These Arrangements Were Provided by J. E. Mickel and L. N. DesLauriers, Instructors in the School; In Addition There Are Offices, Lecture Room, Library and Conveniences; This Is the Work Room

er. Replacement value of the equipment is estimated to be $175,000.

Students are coming in for registration and going out to work constantly. Usually there are about 40 in the school and present indications are that this average is going to mount to 50 or 60, with a possible capacity of 80 students.

The dedication of the new school was set to coincide with the ninth annual convention of the Southern Master Printers Federation, in Nashville, May 9 and 10.

The school is chartered as an incorporation under the General Welfare Act of Tennessee. Frank C. Clemens, Cargill Co., Houston, Tex., is president; Harry F. Ambrose Ambrose Printing Co., Nashville, Tenn., is vice-president; and E. P. (*"Dad"*) Mickel, Nashville, is secretary-treasurer and head director.

The school has three instructors, all men of practical experience and training in printing.

REALIZING that the apprentices in training in the printing trades schools of today will be the printers of tomorrow, the director and instructors of the school must give utmost thought to efficiency in the shop practice. The floor plan and machine arrangements of the work room of the Southern School of Printing is the work of men of long experience in the business. Mr. Mickel has been a printer for sixty years. J. E. Mickel, with thirty-five years experience in the best shops in the country, is qualified to know how to lay out a shop plan for efficiency and production.

Major consideration in arrangement is given to light, acessibility, compactness. Space around machines is sufficient for movements of operator and floor men, but there is no waste. Power wires and gas lines are run under the floor to each machine, with light wires coming down from ceiling.

Type composition is handled on dumps in the composition department until galley proofs are oked, then transferred to galley racks at the imposing stones which are in the center of the building. Lead racks, display type cases, rules and furniture are arranged alongside the imposing stones. Beside the imposing stones and makeup stands

Printers' Federation, A. N. P. A., Southern N. P. A. & Machinery Concerns Co-Operate in Strong Enterprise

are page proof presses, saw trimmers, chase racks.

The press department is arranged convenient to imposing stones and make-up stands, with paper cutter and paper stock tables occupying space between presses and instructors' platform. The four small presses and one large press are so arranged that all may be operated at once without interference.

THE Monotype keyboard and caster department, and the hand composition department, bear the same space relation to the imposing stones and makeup stones, as does the Linotype and Intertype department. The flow of production from all composition departments is toward this center section, and from it into the press department where is also located the folder and wire stitcher, as well as tables on which folding and other hand work is done. Care is taken not to hinder or confuse the workmen in any department by the presence of other work or material.

With an average of forty apprentices at work in the building the rule of not permitting workmen of one department to go into another, unless told to do so, is enforced.

All proofreading is done on the instructor's platform convenient to galley presses at slug dumps and to page proof presses at the imposing stones and make-up stands.

Light and power for all machines in all departments are controlled by master switchboards, one for light and one for power, at back of instructors' platform.

Visitors or outsiders entering the school work room must pass the platform where the head instructor sits to permit or deny entrance to any of the departments.

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A STITCH IN TIME SAVES NINE, Etcetera

AN editorial in the Milwaukee (Wis.) *Journal*: "THAT *CRIME NEWS*: Last week was an unusual week for crime news. Dozens of court actions were in progress and several new crimes were discovered. Some of the crimes were of widespread importance—the Halls-Mills trial was approaching its end, the Olson murder case had just come into prominence, the Fall-Doheny case was having its daily airing. The newspapers were 'full of crime news'.

"But just how full were they? Just how much of the total news space was devoted to crime last week? Not half as much as one would suppose!

"Counting all the little crimes, as well as all the big crimes, counting prohibition violations and all, the *Journal* last week devoted 6.4 per cent of its news to criminal activities all over the world. Not so great a proportion after all.

"Why, then, do people say that all newspapers are 'full of crime news'? Is it because they look for it and are not reading the other news so fully?"

A. E. GIEGENGACK

First Vice-President, International Association of Printing House Craftsmen; President New York Club, and Manager of the Fourth Educational Graphic Arts Exposition, Grand Central Palace, New York City, September 5-17, 1927

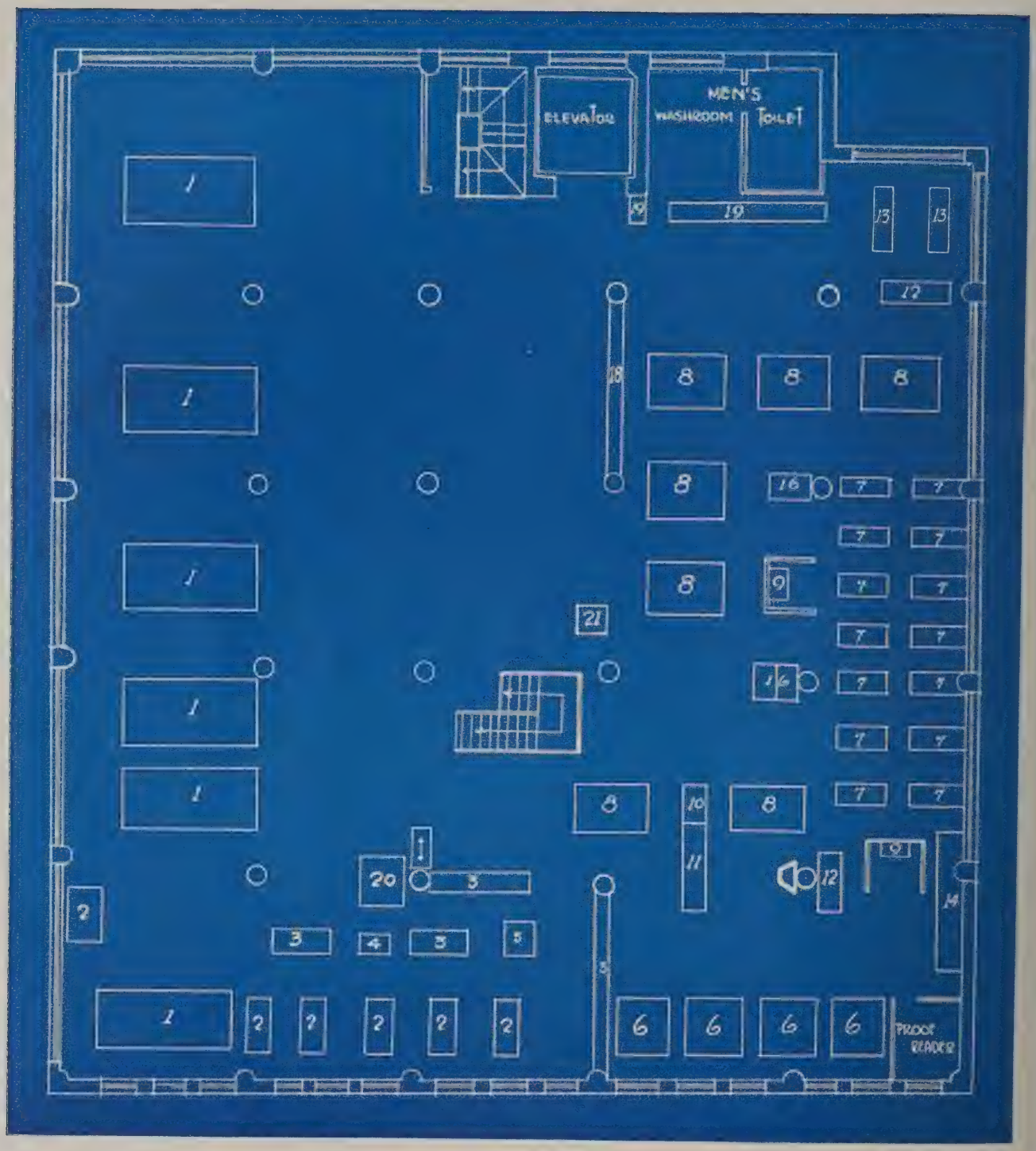
New York in September

THE Graphic Arts Exposition, to be held in New York in September, will be the outstanding event of the year in the printing industry. Not only will there be displayed the most complete offering of printing machinery and equipment of the allied trades, but, in addition, there will be an unequaled attendance of employers, superintendents, foremen, salesmen and specialists who have trod the paths made sacred by Gutenberg and Franklin. The big international conventions, including the Craftsmen's Convention, will assemble during the period of the exposition. The stimulating effect of this great undertaking upon the business of printing can hardly be estimated, but it may be conservatively stated that improvement in office methods and plant procedure, technical advancement, more efficient machinery and an enlightened personnel are among the substantial benefits that will follow in the wake of the New York show. No one who desires to maintain his present standing in the trade, or more important, to improve it, can afford to ignore the presence of *OPPORTUNITY* in *New York* in *September*.

JOHN J. DEVINY,
PRESIDENT, I. A. P. H. C.

COMPETITION, By J. K. GROOM

COMPETING businesses want to get on the same street, in the same block, if they can; but a newspaper has committed a capital crime if it puts two competing ads on the same page. If I wanted to be next door to my competitor on the street, I'd want to be next to him in the paper. And I'd try my best to write better copy than he, just as I'd try to keep my store windows better dressed than his.



PRINTING AND BOOKBINDING FLOOR, SALT LAKE (U.) DESERET NEWS

—Ashton Evans, Architect, Salt Lake City—

Located on the Fourth (top) Floor of the "All-Window" Plant

1—*Miehle Cylinder Presses; five with Dexter Automatic Feeders.*
2—*Three Miehle Verticals; one Miller-fed; one Universal* 14x22; *one C. & P.*
3—*Stock Tables.*
4—*Ink and Roller Cabinet.*
5—*Hamilton Mfg. Co., Form Racks, steel.*
6—*Linotypes.*
7—*Hand Composition Cases, Cut Cost.*
8—*Steel Imposing Tables, sixteen.*
9—*Two Miller Saws, universal and extra heavy duty types.*
10—*Vandercook Composing Room Press.*
11—*Cut-Cost Steel Dump Table.*
12—*Cut-Cost Cut Storage.*
13—*Music Hand-Composition Cases.*
14—*Galley Racks.*
15—*Music Storage.*
16—*Type Storage.*
17—*Superintendent's Desk.*
18—*Steel Chase Rack, Hamilton.*
19—*Lockers.*
20—*Press Foreman's Desk.*
21—*Tube Dispatching Desk.*

Even "MACHINE TROUBLES" Can't Hide in UTAH ALL-LIGHT PLANT

No End of Ideas Here

. . .

Some "Eyefuls" in Unique Publishing House

By F. L. W. BENNETT

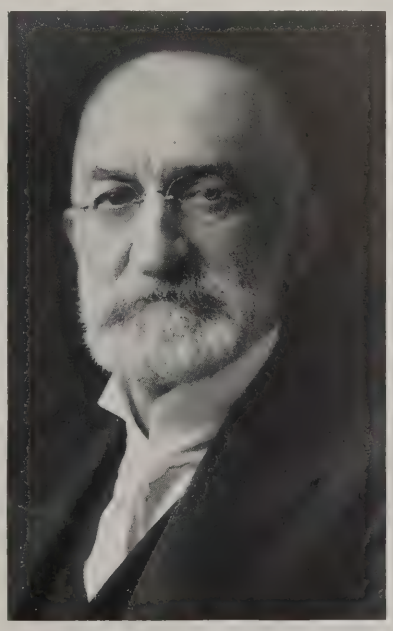
IN THE latter-day Saints Museum on Temple Block, Salt Lake City, Utah, is a small Ramage hand press. It might not even attract the attention of the junkman were it not in a museum. To the historian of the Far West, however, it is an object worthy of something approaching reverence, for the forms of this shabby little press gave birth to the great printing and publishing business of a new "inland empire" that now requires literally thousands of printing presses to keep it going.

The little press was brought across the Plains from the Missouri River by ox team in the late '40's and delivered in Salt Lake City, the Utah Capital, at a time when that city was about 1500 miles from the nearest civilization to the East, and upwards of a thousand to the West, with few means of travel or even communication other than ox carts. Paper was so difficult to get at first, and so expensive, that the owners of the little printing and publishing business which was established by the coming of this press, constructed a paper mill of their own. This mill is still standing, but for very many years it has been far cheaper to buy the paper than to make it.

In place of the little Ramage press and little news sheet there are today a big daily paper, several class magazines and journals, edition books, considerable job printing and a substantial output of calendars; in fact, everything that can be produced by printing and bookbinding machinery.

THE foregoing constitutes a "rapid picture" of the beginnings and development of one of the most notable printing:publishing establishments in America—that of the Salt Lake City (Utah) *Deseret News*. By the way, the name has nothing to do with "desert", as it may suggest to the rapid reader. The word "deseret" means—what do you suppose?—"*Busy Bee*". It comes from the Book of Mormon, a volume by Joseph Smith, founder of that faith.

PLENTY OF LIGHT AND AIR FOR SALT LAKE CITY (UTAH) DESERET DAILY NEWS PLANT AND WORKERS



HEBER J. GRANT
Publisher, Deseret News
(President of Mormon Church)

THE *Deseret News* was founded under auspices of Brigham Young, the very same man who was the Mormon leader, and the first governor of the State of Utah. The property is still owned by the church. The publisher and the president of the church are one and the same. Sometimes the president has been only the nominal head, to abide by the church rules. Today the property is headed by President Heber J. Grant of the church. His brother, a newspaper man and printer by experience and training, is general manager. James M. Kirkham is assistant general manager, Harold Goff, a *Deseret News* pupil, is editor; Amos Jenkins, advertising manager; Ralph Whitney, circulation manager; Dave Ockey, auditor, and June Harrow, superintendent of the news composition and stereotyping departments.

THE Deseret *News* has always been the official organ of the Latter-day Saint, or Mormon, Church, but there is nothing goody-goody about the paper or its organization; everything is on a business basis. The paper was started in June, 1850, and celebrated its seventy-fifth anniversary last year. It began a little less than three years after the coming of the Mormon Pioneers under Brigham Young.

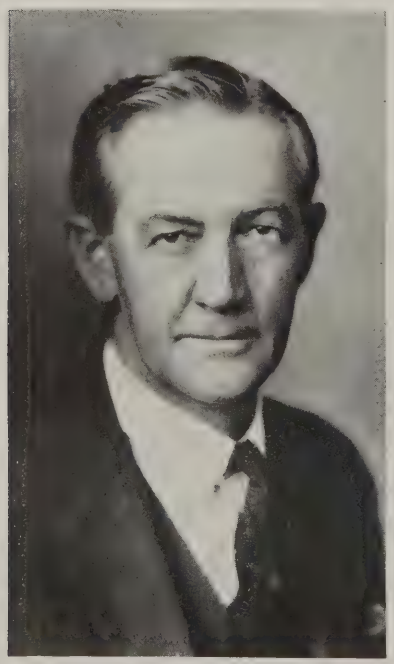
Nearly thirty years ago the organization constructed a large modern

building at the corner of Main and South Temple Street, in Salt Lake City, but about a year ago it was decided that the growth of the business needed yet another building, and this has just been accomplished at a cost of about a quarter of a million dollars. The new building is on Richards Street, within a stone's throw of the old building. It is of concrete and steel, and about as fireproof as modern science could make it. The floors are all designed to carry 250 pounds per foot live load. James M. Kirkham, assistant general manager, and the architect spent several weeks gathering ideas in large centers of population before the new structure was commenced.

There are four floors and a basement, and the building is an "L" shaped structure with 98 feet on Richards Street. It is 142 feet at its greatest depth. The fourth floor is devoted to the job department, and one of the unique features of this department is the lighting system, windows extending around the department so as to have the effect of converting most of the wall space into window space.

GOOD lighting is more than a hobby in this plant. Presses are specially equipped with electric lights and special shades just below the feed boards, so as to amply light the beds of the presses at any time needed.

There are rest rooms for the women employes and shower baths for the men on each floor. An ample locker is provided for each employe to take care of personal effects.



JAMES M. KIRKHAM
Assistant General Manager
Deseret Daily News

UNIQUE TRUCK of DESERET NEWS

TRANSPORTATION AND LIVE ADVERTISING IN ONE SHOT

THE truck is constructed like the ordinary body of any automobile truck. On each side has been placed a large galvanized iron sheet which is securely fastened to the sides of the truck body. From a battery in the machine run wires to four lights on each side of the car. Switches enable the driver to turn the lights on and off easily. The truck makes a 63-mile run each way every afternoon, leaving Salt Lake City at 3 and returning the same evening with an electric lighted sign all the way back. The paper is planning to install other trucks with similar equipment to take care of other sections. The cost is practically the same as operating any other truck, save the additional expense for the advertisment. It is necessary to have extra large batteries. One man takes care of the truck and the delivery of the bundles for the carriers who are served efficiently by this method.

FOLLOWING a study of the needs of the employes, washstands were placed at all convenient points, thus saving valuable time. There is no running about for a washstand and no waiting.

The heating system is controlled by a thermostat with the maximum temperature at 72 and the minimum at 54.

Practically every machine in the job department has its own individual light and motor. A very careful study was made of the needs of the department in the matter of lighting, and no point or nook in which a light could be of use was overlooked.

A feature of the job department is a large *movable* roller rack for cleaning the rollers. It is made of channel steel with hooks of "V" shape. The company has made a lot of things to fit its own needs.

Each press has its own furniture and equipment racks. A feature of the job and bindery departments is the trucking system. When stapling is to be done, the books are moved from the truck to the machine, and when finished to another truck instead of being stacked on a table.

The bindery has the only Christensen stitching machine of its kind in the Rocky Mountain territory, and the only stripping machine in that territory. It also has an embossing machine with a gilt self-feeding heating attachment.

All waste from cutting machines goes into a chute and is thrown into a hopper and carried to the basement of the building where it is baled up.

GET THESE SYSTEMS! : : : :

ALL "copy" coming to the composing room is given to the head man and copy cutter, who has a unique signaling system. A wire connects his desk with each Linotype machine. It is laid in the floor and is a direct line. When "copy" is ready he notifies the operator by lighting an electric bulb on his machine.

Another feature of this department was one worked out by June Harrow, the foreman. When a machine is out of order it is not necessary for the operator to notify the machinist or his assistant. A red light is thrown upon a board at one end of the room automatically to make quite sure the "fix-it man" sees it, a bell rings at the same time. The light indicates the number of the machine out of order, and it not infrequently happens that the machinist is on the job even before the operator realizes anything is wrong; for the operator may hear the bell and not be aware for a few moments that it is his own machine that is out of order. This prevents noise and confusion, and is also a great time saver. In addition, the machinist may be called at any time by the use of a switch which puts on the light and rings the bell.

EACH operator corrects his galley on a table, and after correction, it is turned end for end on another table about eight inches above this table, and it is therefore at once available to the make-up men on the other side. There is a hole in the center of the table into which all incorrect slugs are thrown. A little truck receives them.

The scheme of the composition department is that everything is kept moving in one direction, and never goes backwards.

Each advertising composition man has a combination composing cabinet which consists of a table large enough for making up a full page, and a place for slugs and leads, furniture and type. Each cabinet has a plug to connect with a moveable Miller metal saw.

OTHER PLANT FEATURES : : :

WET mats are no longer used. All mats are "dry" now. The stereotype metal pot is heated with electricity, and up to the time it was ordered, was one of only half a dozen stereotype pots in the country to be so heated. There are nine electrons around the edge of the pot and the heat is controlled by a thermostat. It is not claimed by the *Deseret News* that this method of heating the pot is cheaper, but it is proving more efficient and cleaner.

Small drinking fountains of the bubbling, individual type and conspicuous on the downtown streets of Salt Lake City, have been placed all over the building for the convenience of the employes.

The light signal system notifying the machinist that a slug caster is out of order, is only one of several unique and efficient inventions of Supt. June Harrow. He is the son of S. H. Harrow, who was with the *Deseret News* some fifty years and has been retired on a pension. The elder Harrow was also superintendent.

These few "high lights" about the plant indicate the "eye" of the management all through the business. It is not possible to completely describe the plant, operations, methods, and so on; but, no doubt, any practical man will have found a good many "pointers" in the foregoing, as well as some human interest angles that appeal to printers and publishers.

B. F. GRANT
General Manager, Deseret News

BARGAIN 'SUBS' a HOT POKER? How to LET GO

Nebraska Circulator Turned Tables By Showing Value at Regular Price

By WALT B. REYNOLDS

THERE seems to be a splendid opportunity of getting into deep water as to "bargain subscription periods," but I'm glad to give some experience along this line, for what it is worth.

In Nebraska, the average mail subscription of an evening newspaper is $4 a year, for morning and Sunday or evening and Sunday $5 a year. The prevailing $4 rate contrasted to one of $6 and $8 might make some difference in results.

I WAS completely sold on the bargain period idea. I had no trouble in getting my paper to adopt the idea and the results were so satisfactory that we continued it until the past winter.

During the later years, with changed conditions and mounting costs, I had some grave doubts of the advisability of continuing such an offer, for I had seen some of its disadvantages. With the people of our agricultural territory depressed financially, I lacked the nerve to make a change until the past winter, however.

When we adopted the bargain plan our paper was selling for $3. It has since been $4, $5 and back to $4, but we have never made a cut of more than 50 cents at one time.

When your Uncle Samuel gave postal rates another boost and there was no evidence of lowering costs anywhere, a decision was reached that there would be no more bargain offers. We did a little boosting then by making the rate in the fourth and fifth zones $4.50 and $5 in the sixth zone.

OUR bargain period had been from January 1 to 21, though we started the advertising campaign a few days before Christmas. As winter again approached, plans were made to abandon the offer. We expected there would be some complaint, and there was.

Last summer the railroads in a spirit of economy eliminated several trains that shut us out of some territory until the middle of the next forenoon. There was only a part of this territory that we could reach by truck or bus, and we naturally expected to show some loss under any price conditions.

In eliminating the bargain offer, we carried on a campaign practically on the same lines and at the same corresponding time. With newspaper space and circulars we tried to take readers into our confidence on the cost of producing a newspaper, taking the attitude that the paper was really a big bargain and that they were lucky to get it for $4, $4.50 and $5, according to the distance from Fremont.

Circulars were mailed for delivery December 26 and there was a

WALT B. REYNOLDS
Fremont (Neb.) Tribune

full page announcement in our paper the same day. There was no space available in our paper until after Christmas, so we were a few days late with advertising.

The Wednesday following Christmas was the banner day in our office in subscription receipts and we took in considerable more money every day of the usual period. Subscribers, who had been in the habit of renewing and whose time did not expire until summer, sent in their remittances as usual, which was a pleasant surprise.

I do not believe a bargain offer can be withdrawn without the loss of circulation. But I do not believe that it need be a permanent loss. Ours was less than 4 per cent.

One-third of it was in territory where the price had been advanced $1 and $1.50 over the bargain price. One per cent of the 4 per cent was accounted for in the territory that we had been shut out of by train service, and it was not as large as expected.

The loss has been decreased gradually by subscribers cut off coming back. As the roads permit regular driving—rural routes, we do not anticipate any trouble in getting the loss back wholly.

DISCONTINUING the bargain period is the logical thing to do, loss or no loss. In my opinion, the bargain day is hurtful to the business standing of a newspaper. It leaves a bad taste. Someone is forever complaining that a neighbor has gotten the paper for $3.50. While we would explain till we were black in the face that he had had the same opportunity, he was sore and would often hold off for a bargain offer.

Now we have eliminated the bad taste, and we have taken in a lot more money to compensate for the the nominal loss in circulation.

PUTS F. P. A. SHOE ON OTHER FOOT

WE continue to regret the ascendancy of the space grafter in the news columns of the few newspapers which yet rank as offenders and suggest that the warfare against the pest be continued until not a line of free advertising can be secured in any newspaper represented in the association, and that our campaign be directed to the employer of the space grafter; and also recommend the organization within our own association of a department through which will be handled all publicity which publishers desire covering events or items of public interest.

THE foregoing is taken from among a set of resolutions adopted by the California News paper Publishers' Association (formerly the Southern California); and, the Californians have *established a record of backing up their resolves!*

Ben H. Read, field manager, details the plan as follows:

"The first step in the move against press agents will be formation of a committee of publishers who will go over the head of the press agent, direct to the man who is paying the bills and inform him that his press agent material is unwelcome and that his money spent with the press agent is not bringing results.

"The second step is the formation of a bureau within the California Newspaper Publishers Association, which will take community publicity out of the hands of the press agents and handle it through the newspaper association. There are many community events in California which develop real news value. Publishers are glad to print this in a spirit of co-operation and to assist in community development so long as it comes through non-profit channels. Recent developments which have sent such publicity through paid press agent channels, have soured the publishers against such methods.

"When publicity for community events was written by the boys on the local newspaper and sent out as a community enterprise, publishers were glad to co-operate but when such material comes from the office of a press agent who is paid to prepare it and makes a profit therefrom, while the publisher gives his space free, it is time to call a halt.

ADVICE to the LOVELORN Press Agents, yclept . . . "BEST PUBLICITY FOR OPTOMETRY"

FROM *Optical Journal & Review of Optometry*

(EXCERPTS from an editorial, commenting on a publicity proposal made before the New York State Optometrists by one Dr. John W. Jarvis, and (evidently) following proposals made to the optometrists to organize state and national, co-operative paid advertising campaigns.)

INSTEAD : : Dr. Jarvis urges that optometric activities of various kinds be promoted zealously and in such a manner as, among the results, will create news that will be published by newspapers throughout the country in their news columns.

"Deeds speak louder than words. : : The deeds will be followed by the words, to be sure, but the words will be spoken by the newspapers, as part of their news service. The advantage of this over assertions made by optometrists themselves or their organizations is evident. : : Self-interest is ascribed by skeptical folks as the motive back of the assertions. : : We get away entirely from these difficulties when the ideas of Dr. Jarvis are considered. And there can then be no longer any question about a profession or professional men having 'to blow their own horn.' : : Instead of talking about ourselves, we let others talk for us. It is the better way.

"WHAT a wonderful campaign of national publicity will result from continued efforts, if they are made, according to the suggestions of Dr. Jarvis. It will be the kind of publicity that money cannot buy; it will reach the public in the most effective manner, through the same channels that convey to the people of every community all the news of the day. : :

"One beauty of the plan is that it is not untried. : : But he points to methods of increasing and spreading these activities, of systematizing them, of continuing them with persistence and perseverance. : :

"THIS way of getting publicity for our profession corresponds to the method of other established professions. They get their publicity largely through the news reports of their works. We do not see advertisements telling what medicine or dentistry or law is, or what these professions mean to the public, or the kind of service that members of these professions render. : :

"In a sense, as hinted by Dr. Jarvis, it is humiliating for a profession to feel obliged to keep on telling what is it and the kind of services that it gives the public. : : We do not desire any part of the public to conclude that there is something untried and experimental about optometry. : : Hence we should so word our own publicity material as to avoid danger of readers drawing such inferences about us and our profession.

Dr. Jarvis wisely recommends increased use of the material to be had from the A. O. A. Department of Publicity. : :

"THE news reporters and editors are eagle-eyed in accepting only news that is worth publishing. The activities must be conducted on a high plane, marked by truth and sincerity in every respect, in order to get the attention that is desired. : : Dr. Jarvis has flashed a signal that should get attention of optometrists everywhere."

(EDIT. NOTE: Have you kept in mind the facts and significances of previous "Advices to the Lovelorn Press Agents," in recent issues of "NPJ"? Others will follow. Such movements are going on in many lines of professions, business and industry, of course.)

MORE NATIONAL ADS AT SMALLER COST

League of Texas Publishers Believes It Has Found Ideal Co-Operative Way

By JOHN L. MEYER

NEWSPAPER:Printing *organization* work of the calibre that justifies the existence of the organizations is one of the wonders, *really,* of the times in this field. There are, it is true, some organizers and conductors of press and printing associations, who either "just don't," or are not able to, actually justify their jobs and the bills for dues which members are expected to pay. Sometimes it is a false modesty, sometimes sheer incompetence. Again, perhaps there are executives, even whole memberships, who have never crystalized a star whereto to hitch their wagon, haven't found the star, can't fit a wagon together. (This holds in all other fields, no doubt.) But, let these and other things be as they may be, a whole library full of pages couldn't set down all the practical results already achieved by association work in printing and publishing in this country—every section and every angle has profited some, more or less.

"NPJ" has given much space to association work which has proved by experience to be truly progressive, has endeavored to encourage it, and tried to put good examples before those sincerely seeking more light on the subject. Here is another "experience-review" along that line.

THE Texas Daily Press League has a star, and a wagon too. The star is pulling the wagon in fine shape and with due speed. Not a whole firmament of stars—but, at least, one big and shiny one. It doesn't try to cover every problem in the printing and publishing field; but, rather, to cover one at a time and cover it thoroughly. It is interesting that the particular one of the Texans concerns that at present much-discussed (sometimes, talked-to-death) subject of "foreign" or "national" advertising for newspapers. That the organization consists of dailies, makes its plans and experiences no less interesting to *all* engaged in trying to crack the nut of "foreign advertising for newspapers."

About ten years ago a group of Texas daily publishers of small and intermediate papers, as they are sometimes described for want of better definition—saw a vision of an organization covering the whole state to promote and sell national advertising space. It took five years to get an organization, and ten signed the charter. An office was opened in Dallas. One of the most earnest followers of the "star," S. W. Papert, took charge. He has been at the helm ever since. Recently he was elected president of the League, too. There are now offices in New York, Kansas City, Dallas and Chicago. There are thirty members. The organization acts as "publishers' representative" for the members.

Perhaps but few of them could afford, individually, to pay the usual 15 per cent commission that publishers' representatives earn. This touches *the* big difficulty, and the source of a lot of misunderstanding that has crept into the efforts of press associations regarding the gaining of national advertising. Many a newspaper man—community, especially—has not been informed as to the publishers' representative idea, and thinks the 15 per cent is a "graft" of some kind—doesn't know the difference between an advertising *agency* and a *publishers'* representative — that *both* have a "must" place these days, and *both* do work that is entitled to pay. Others understand, but can't afford to pay the representatives' commission on top of the agency commission, as their rate cards and facilities to get business now stand.

ANYWAY, Mr. Papert says: "Our northern offices are our own special representatives for our own papers, and we find we can produce business on a paying basis, co-operatively, with much more effect, and at less than 15 per cent, than if each one of our thirty went it alone. We exercise absolute supervision and the personnel of the offices is hired and fired at our direction. Dallas is our headquarters, located in the heart of the territory of our members. We keep in close touch through this; more so than if our headquarters were located at a distance; which would be the case if the papers had individual representatives in the large centers of advertising buying.

"We have frequent meetings of members and thrash out everything of mutual interest. So far as I know this is the only organization of newspaper publishers that represents its members in the national field. Some years ago there were about fifteen 'specials' representing our various papers, individually."

THE members and Mr. Papert emphasize the point that they are not engaged in any fight against the special representatives. "They are vitally necessary in the general scheme of things today," he said. *"The ideal arrangement is for newspapers or magazines to have their own men representing their publications exclusively. However, how many can afford that?* Under the

ADVERTISING TRAIN PLANNED by TEXANS

AN all-Texas special train on which the members of the Texas Daily Press League will visit northern business and advertising centers, has been voted for by the organization, final arrangements being made late in March. The trip will take place in May.

S. W. PAPERT

President Texas Daily Press League; Manager of the League's Advertising Bureau and Headquarters at Dallas, Tex.

Thirty Newspapers Together Maintain Offices in Four Advertising Markets at Cost of Less Than 7 Per Cent

circumstances, including the scope of the papers in our organization, and their situation and location, we feel that the plan we are using is the next best.

"The best salesman for the newspaper's space to national advertisers is the one who best knows the territory in which it is printed.

"The shoe salesman must know his line. Every salesman must. I do not mean any merely superficial knowledge, but detailed, intimate understanding — as to marketing, merchandising, freight rates, warehousing and a thousand and one things. Things that help the advertiser to make up his mind. We concern ourselves with the Texas market alone."

Members of the Texas league, over and above the matter of the question of profitably employing, individually, special agents in distant large cities where national advertising crops grow, had felt that publishers' representatives weren't enough "up" on the sales qualities of the territories these papers covered; that the papers had to pay commissions of 15 per cent on business which the paper had already, or would have gotten anyway, as a result of years of work by the publishers' themselves. They felt there was nothing wrong about charging 15 per cent commission, but rather as to the method and rules covering it—regarding not only new business but renewals. Some of the Texans said they couldn't find a "good special representative," that such were too few and far between; some were only "exalted office boys," some "good copy chasers." Those were some of the things heard when the organization was first proposed.

It was slow work to get enough publishers together to formulate an efficient and paying-out organization which could, substantially, be the papers' own, direct representatives, fully posted and constantly directed.

THE organization, at first, expected its "field man," Mr. Papert, to not only organize but to get business also. Some got restless. New copy was not coming fast. It was a long uphill pull.

But, results were such that a next step was planned. Assessments were raised. The offices were opened in the cities already named, one after the other. "From that time on we progressed," said Mr. Papert, when asked about the results of the more forward step. A lot of business still keeps coming through direct at the home office in Dallas.

"If I had *known*," remarked Mr. Papert at one point in the interview, "I would never have gone ahead." One of the members interrupted: "Well, you could now start a state organization in any other state without any difficulty, I'll bet." "But the learning," replied the manager, "was mighty hard."

All correspondence is cleared through the Dallas office. That is a very vital factor in the success of the enterprise, said Mr. Papert. He makes frequent trips to the various offices.

It is reported that the business secured, a very considerable volume, for the thirty members is costing less than 7 per cent, the while that the national lineage in every one of the papers has substantially increased.

MALCOLM BAYLEY

President Kentucky Press Association; Associate Editor, Louisville Courier-Journal

MORE than eight years' activity in the state press association has been climaxed by the election of the editorial writer of "Marse Henry" Watterson's famous paper, as president of the Kentuckians. Mr. Bayley has given twenty years to newspaper work, hailing from Pekin, Ill., and is now 37. He has been on the K.P.A. executive committee since 1921, for a time chairman. His experience also includes newspaper work in Indianapolis, Cincinnati, Toronto and other cities.

AMMUNITION

For Wise Advertisers : : : : : : : And, For PUBLISHERS, too!

By Stephen Bolles
Editor Janesville (Wis.) Gazette

Excerpts from His Address, March 24, 1927, to Sixth District Conference, International Advertising Association, at Milwaukee

IN the past, the editor of a daily newspaper, at a meeting of advertising men, would be as useless as a glass eye at a keyhole. But you must have a river in order to run the steamboat of commerce. You must have a railroad track before you can operate a train. The newspaper editor prepares the river and the track for the operation of commerce.

: : BUYING power may be greater in a city of 20,000 than in a municipality of 50,000. It may be greater in a city of 5,000 than the city of 20,000 when you make a survey of what you have to advertise.

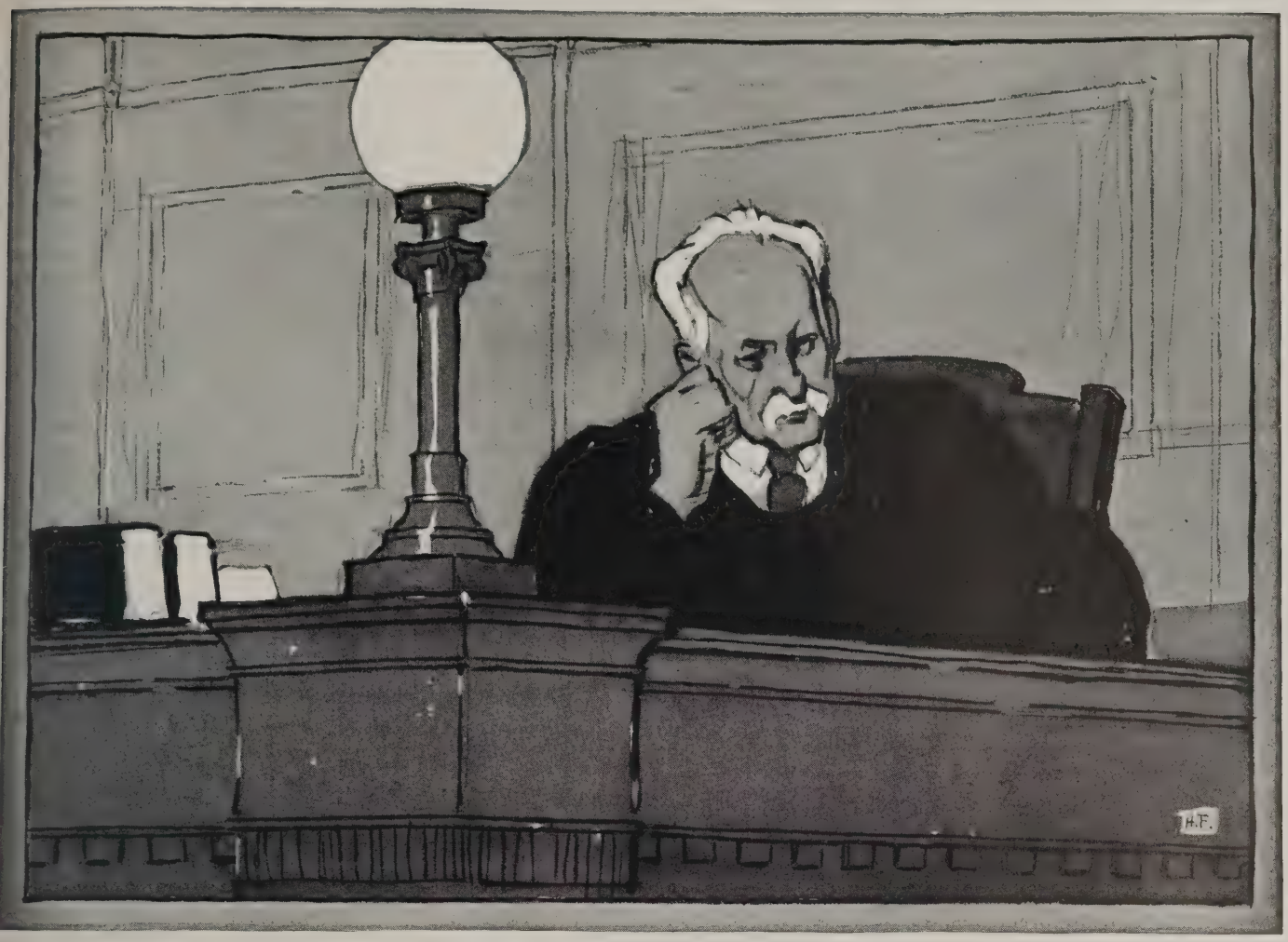
: : THE ONLY way to advertise in a small city is to advertise in the small city newspaper. Whatever else one does is auxiliary, collateral and supporting to that advertising.

: : "THE STONE that the builders rejected" 30 years ago as a local newspaper "has become the head of the corner" as an advertising way in 1927.

: : IN TWENTY and more years of observation I have seen millions of dollars wasted in shooting advertising bullets that never found a mark. And some of these millions have been and are being wasted in attempting to reach the smaller city.

: : CONFIDENCE is a golden asset of the small city daily. The Reuben Glues are not in the small city but indigenous to the larger places where the first view of grass comes from a sign telling one to keep off.

: : You will find co-operation in every small city paper. The publishers will take pride in assisting you with your solution of problems. They will be in the corner as one of your seconds helping you to win the boxing match of business competition. Waste will be reduced to a minimum here.



WHEN Is a LOTTERY? WATCH!

Printers and Newspaper Publishers Appear to Be in Greater Danger Than Advertisers

By CHARLES E. DUFFIE*

HARRY HOLIDAY, retail merchant, breezed into the office of Attorney James W. Blackstone, whisked a chair across the floor, plumped himself into it and mopped his face with his handkerchief.

The most enterprising merchant in the little city of Silver Plains, Holiday was eminently successful. He was always full of ideas—ideas to attract people to his store.

At one time he offered $100 for the solution of a cipher message that he printed in the local newspaper. Hundreds worked on that puzzle for weeks, only to learn, at last, that Harry had taken a verse from a Bible printed in Welsh, run the words together without spacing. The prize was won by an aged ruralite—a Welshman.

TWICE each year Holiday staged a bargain sale that caused such excitement that policemen had to be called to clear the street for traffic, so large were the crowds.

Today his eyes were shining, and the suppressed excitement he exhibited told Blackstone more plainly than words could have done, that Harry had thought of a new trade-winning plan.

"I've got a big idea, Jim!"

Blackstone slowly lowered his feet from the top of his desk.

"The devil you have!" he said in a mock tone of disbelief. "Why pester me with it? I'm a lawyer—not an advertising man or a sales-promotion expert."

"Sure you are!" returned Holiday, enthusiastically. "That's why I came to see you. I chanced to mention the idea to a traveling salesman. He said he had a suspicion that the plan might be slightly illegal."

"Slightly illegal!" snorted Blackstone. "That's a new one on me. *Slightly* illegal, eh? I always have believed that a thing is either lawful or unlawful. Did you ever hear of a man who was 'slightly' dead? Or a piece of ice that was 'slightly' cold?"

Holiday took from his pocket a piece of paper on which he had written out his plan. Blackstone crumpled the sheet of paper in his

*Published by special arrangement from "Business," a magazine of the Burrough's Adding Machine Co.

WHEN THERE IS A PRIZE, A CHANCE PLUS A CONSIDERATION, ON GUARD!

hand and tossed it into his waste basket.

"*Slightly* illegal, eh?" he laughed. "Why, the plan that you outlined on that paper was nothing more nor less than a pure lottery! You couldn't get the editor of the *Sun* to print an advertisement telling about it—not for love or money. That is, not unless he is anxious to lose his second-class privileges. In addition, *both* of you would be liable to a heavy fine, at least, if not to imprisonment. Better forget it, old man."

For a few moments Holiday sat frowning at the floor. Then he looked up with a smile.

"All right," he said. "But, Jim, *just what constitutes a lottery in the eyes of the law?*"

"Well," he said, at length, "a lottery is a very simple thing to define. It is any kind of a plan, device or idea whereby anything of value is allotted to one or more people by chance, and for a consideration. In other words, the three essential elements of a *lottery* are the *prize,* the *chance* and the *consideration.*

"In other words, Harry, to constitute a lottery it is necessary that a prize shall be offered; second, that something of value—not necessarily money—shall be given or paid for a *chance* to win or obtain the prize. The courts have further decided—and this is an interesting sidelight—that a person's guilt in running a lottery scheme does not depend on advice that he may have obtained as to the legality of the plan; neither does it depend on his own belief that the scheme is not a violation of law. Watch your step!"

HOLIDAY pondered. Then he said; "But my plan's all right, after all—don't you see? You say that persons participating in the plan must part with something of value—I believe 'consideration' is the word you used—for a chance to win a prize. That's the beauty of my idea—don't you see it? There is a prize, all right, and of course it will be awarded by chance. But no one pays a cent to participate in the drawing. So we're all right after all."

Blackstone s m i l e d indulgently. "Not so fast—not so fast! The trouble is that the courts have held that the 'consideration' need not be so very valuable. For instance I recall a case in the state of Washington, decided only a few years ago, where this point arose. If I remember correctly, the owner of a motion picture theatre agreed to allow certain persons who wanted to advertise something or other, to give tickets to people who attended the performances. The tickets were good for chances on certain prizes. The allotment of the prizes was, as usual, determined by lot or chance. In this case it was held that the inducement thus held out to people to attend the theatre, because of the operation of this plan, was a sufficient consideration to throw the whole idea into the lottery class.'

A. G. HAZELTINE

President New Hampshire Press Association; Publisher Woodville Times and Groton Times

TURNING from the study at law to newspaper work in Boston, and forced to go up into New Hampshire to get a job paying more than $5 a week—in 1903, it was—Mr. Hazeltine found a little more pay, had his mother do his laundry, got a free ticket to a church supper now and then, and "got by." He was reporter on the Keene *Evening Sentinel,* New Haven (Conn.) *Palladium,* Waterbury (Conn.) *Republican,* etc., and acquired a wife and the editorship of the Keene daily, in the order given. Merchants of Groton, Vt., eighteen years later, got him to manage the *Times.* Across the river, in Woodsville, Vt., another weekly *Times* has also grown along under Mr. Hazeltine's management. He is controlling owner and treasurer, and his wife is vice-president, of the Grafton County Publishing Co. A large job business is done. The Hazeltines have several other local business interests.

"I've got it, Jim. We'll not call them 'prizes' — we'll call them 'gifts.' What's more, we'll fix it so that there will be no blanks in the drawing—so that everyone will receive a 'gift' of some sort. That will cost me a little more, but I believe I can make it pay anyway. And if there are no blanks in a drawing it can't be a lottery—can it?"

"Yes, it can," said Blackstone. "That very point was decided in a case from Maine, almost forty years ago. There was a prospectus printed and the prizes were dubbed 'gifts.' Every ticket holder was to receive a prize of some kind. The trouble with the idea is that not all of the 'gifts' were of the same value, and the court held that the element of chance entered right there — that one contestant would receive more for his outlay than another one would. That was what made the proposition attractive, Harry—the chance to get something for nothing. The court said that making a 'gift' to each contestant made the plan none the less a lottery.

"In New York the decisions are even more far-reaching. The courts of that state have decided that even if every participant in the scheme receives property of *the same value,* at some future time, the plan is nevertheless a lottery. The thought was that there *was* an inequality in value of the prizes, because they were not distributed simultaneously —in other words, if I give you a dollar today, it is of more value to you than a dollar which you are to get at some future date."

"A CERTAIN society was organized in that state for the purpose of raising funds with which to care for the insane. Under the plan adopted, p u b l i c entertainments were to be given, and different prizes were to be distributed among patrons by raffles. The legislature passed a special law authorizing the society to do all these things. However the law was attacked in the courts, and it was declared to be unconstitutional, and t h e r e f o r e void, on the ground that the enterprise was nothing more nor less than a lottery.

"There was another case—this one decided in Arkansas about fifteen years or more ago. In a certain town in that state, a new hotel was very much desired by everyone. Finally a man made a proposition to build the hotel, on condition that he could sell 200 lots at $50 each. The lots were all to be

A FINE POINT ABOUT LAW IS THIS: "SLIGHTLY ILLEGAL" is 100% WRONG

FRANK R. STARBUCK

President Wisconsin Daily League, and of the Wisconsin and Upper Michigan Associated Press Editorial Association; Publisher Racine Journal-News

THE present chief executive of the Racine (Wis.) Daily *Star-Journal* is of the third generation of Starbucks in active newspaper work. His grandfather, Calvin W., gained fame on the Cincinnati (O.) *Times*. His father assumed charge of the Racine *Journal* in 1873, and Frank R. was born there some years later. After spending some time in California, he became secretary and treasurer of his newspaper company in 1909. In 1921 a new building was occupied. Mr. Starbuck is active in the Inland, A. N. P. A. and other associations. The Wisconsin Daily League has been especially successful with co-operative newspaper business solutions. Mr. Starbuck has frequently "stood up straight" for the type of newspaper which does not give offense to home life, particularly women and chidren.

of the same size, but naturally they could not all be of the same value. The idea appealed to the citizens of the town.

"Now mark you: Each subscriber received a written contract that provided that upon delivery to him of a deed to a lot, he would pay $50 —the particular location of the lot to be later determined, as the land was not yet platted.

"Then came the question of determining the location of lots that had been purchased. The citizens' committee thought the matter over, and apparently decided that the fairest way to do this would be by drawing.

"I don't remember how the matter got into the courts; but it did; and it was held that the whole transaction became a lottery because of the drawing for location of lots."

"But contests aren't lotteries, are they?" asked Holiday. "Suppose I incorporate in my plan the requirement that each contestant must submit an essay on some subject, and have a committee of disinterested citizens decide who wins the prizes, or whatever we may decide to call 'em, by writing the best essays. Wouldn't that be all right?"

"It might, and again it might not," said the lawyer. "Your advertising of the affair would determine whether or not it was illegal. Some years ago a contest of that kind was staged in a town down East. The advertisement offered a prize for the best essay on the name of a breakfast food, essays to be accompanied by three labels from the packages of the food. You might say that this was a contest of skill; but the court said that such a plan may, or may not be an advertisement of a lottery, depending on whether or not the prize or prizes are dependent upon chance.

"IT further decided this: that if the scheme is to escape condemnation as a lottery, the offer must be carried out in the best of good faith and prizes actually awarded on the merits. Further, the *advertisement* must contain a sufficiently definite statement of what the 'best' essay means, to make clear to competitors just what standard of comparison will be applied by the judges.

"Of course I have not attempted to give you all the decisions about lotteries. The big thing to remember is this: Any plan that you may wish to put into effect necessarily must be *advertised,* if it is to be effective. In advertising, you virtually are compelled to use the mails if you wish to operate at minimum expense. Or, if you confine your advertising to the newspapers, the publishers will bear in mind that the mails deliver many of their copies. And to advertise a lottery through the mails is a rather serious offense.

R. B. STAATS,
Circulation Manager
Lake Worth (Fla.) Leader

"THE WONDER CITY DAILY"

I TAKE this opportunity to assure you that National Printer-Journalist is read by all departments of this publication and is enjoyed, and we find it a great help. A great magazine and very nicely presented.

CLAYTON C. CODRINGTON

President Associated Dailies of Florida; Managing Editor DeLand Daily News (Eve. and Sunday)

THE chief executive of the Florida dailies' association, worked his way from the shop, beginning with the devilship, to editorial management and controlling ownership. His connection with the DeLand *News* dates from October 4, 1919, its start, as advertising manager. Mr. Codrington became publisher and editor in 1921. The Palatka *Daily News* was purchased in 1926 from M. M. Vickers. He has taken a law course, was secretary of the association during its first five years, and elected president in 1927. He is president of *Chi* chapter, *Pi Kappa Phi,* and has many other important fraternal affiliations.

PRACTICE, not preaching, counts. No evil has ever been checked by mere "optimism"; no problem solved by propaganda.—J. L. M.

OPPORTUNITY rarely sends advance notices. It's great to be ready when Opportunity comes.—S. ROLAND HALL.

PUBLISHERS "BACK" BABY FOUND IN EDITORS CAR : : : : : : :

From Washington (State) P. A. Bulletin

MR. WALT, famous comic strip character who found a baby boy left on his doorstep, has a rival in Grant C. Angle, publisher of the *Mason County Journal,* at Shelton, Wash.

When Mr. Angle and his sons started home from work one day in February they found a package in the front seat of their car which proved to be a baby boy. A search ended when a note attached to the baby's clothing was found which read: *"My name is Ray Carnar, born April 11, 1926. I will eat anything you give me."*

The baby has been adopted by a Shelton family and is assured a good home. Mr. Angle had several calls from other families in Shelton as well as in Olympia and Tacoma, who are willing to give the child a home.

THE newspaper boys have been especially solicitous of the welfare of the baby boy, Mr. Angle says, and have got quite a kick out of the event. Bro. Hazeltine of the *South Bend Journal,* Mr. Angle writes, was the first to send a contribution to help raise the boy, the contribution consisting of a collection of baby things such as paregoric and talcum, and even such things as soap and limburger cheese, too heavy for infant diet.

Several theories to explain the baby's appearances have been advanced, but it is thought that he was probably left by tourists unable to care for him, in the hope he would find a better home.

CARRIES PUBLISHING TASK EASILY DOWN TEXAS-WAY

Career of New N. E. A. State Vice-President in Lone Star State, Makes an Unusual Story

By John L. Meyer

MRS. Lee J. Rountree has recently been named as State Vice-President of the National Editorial Association in Texas. Her friends say that her newspaper training was an unconscious assimilation from interested and faithful association with her husband, Lee J. Rountree, the editor and statesman who died on the floor of the House of Representatives in Texas, in harness, fighting. By being his constant companion and confidant throughout his newspaper career and public service, she assimilated those essentials to success which combined with character, vision, industry and judgment have placed her in the front ranks of American women.

She promptly took over the reins of government in the Bryan *Daily Eagle,* of which he was controlling owner and manager, and successfully is she guiding this medium-sized town daily. She readily fell into the spirit of the environment. Soon she was selected president of the Bryan Chamber of Commerce without a dissenting vote. Here she proved her ability in dealing with over eight hundred members. Then she was elected president of the Texas Editorial Association.

She has been urged to make the race for representative to succeed her husband, but feels that her duties lie elsewhere. She has been a prominent member of the Womans' Club, the M. E. Church South, and is a leader in the social activities of Bryan, College and the state, and has the faculty of mingling with business and social organization, and assisting in the solution of their problems, without those peculiar prejudices so common in either male or female in dealing with the problems of the opposite sex.

Mrs. LEE J. ROUNTREE

Managing Editor Bryan (Tex.) Daily and Weekly Eagle; State Vice-President N. E. A. in Texas

AND, NEVER TRY TO "KID" YOURSELF

IN the search for truth that everything in nature seems to hide, man needs the assistance of all his faculties. All the senses should be awake. Humor should carry a torch. Art should give its sudden light. Candor should hold the scales. Reason, the final arbiter, should put his royal stamp on every fact, and memory, with a miser's care, should keep and guard the mental gold.—Ingersoll.

LAUGH, AND The WORLD LAUGHS WITH YOU

AN appreciation of humor helps to interpret life, to proportionate values. It is a buffer that catches and softens the jolts of human contacts. How will the happening that looms so large today appear next week, or next year, or after twenty years? A man ought not to take himself, or others, too seriously. Concerning humor in literature, Emerson said this: "What an ornament and safeguard is humor. It is genius itself and so defends from the insanities." And so with humor in business.
—Thomas J. Malone, in Burroughs *Business.*

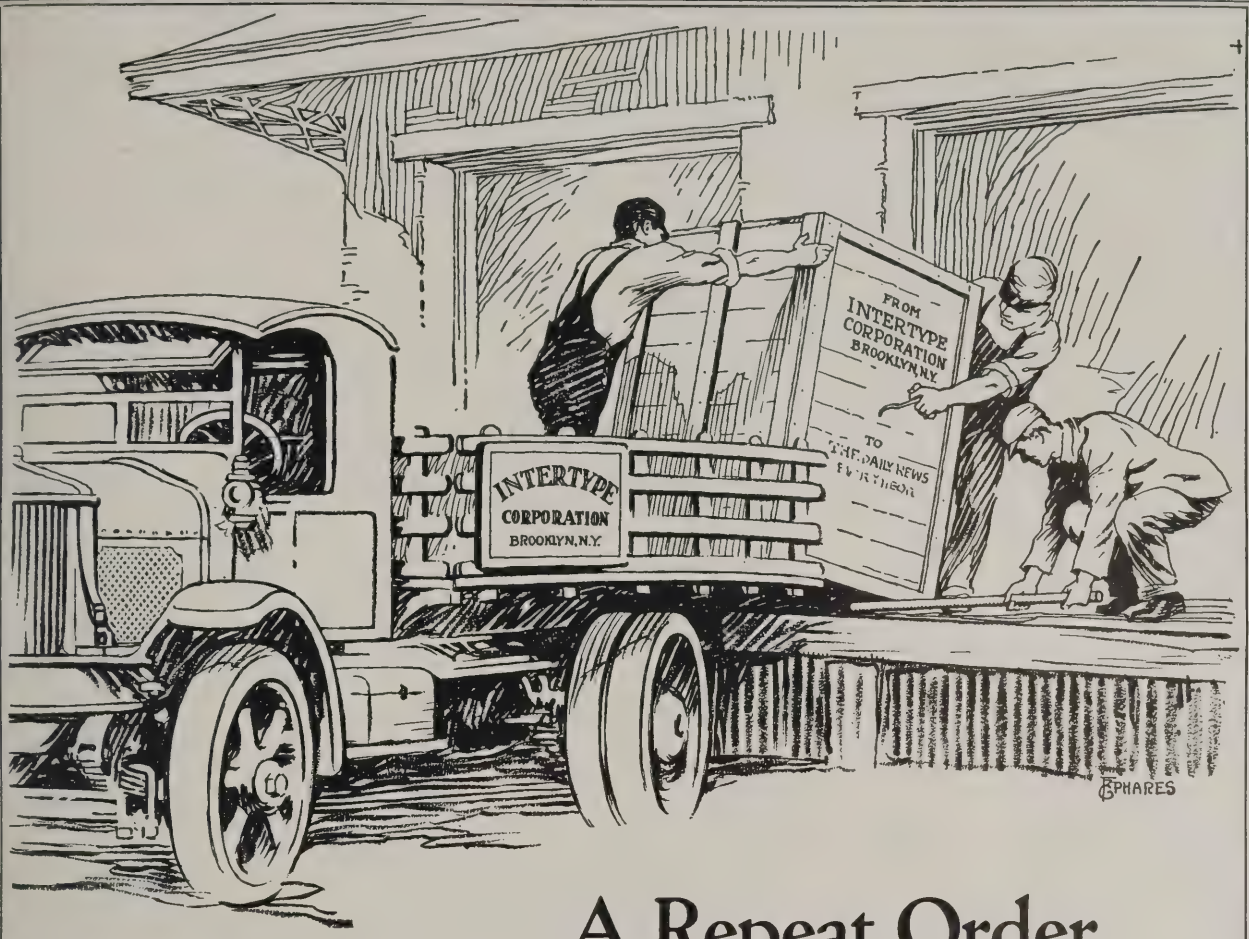
SOME DEFINITIONS By LUTHER BURBANK

INTOLERANCE and bigotry are not the sole possessions of any class of men, but are very common weaknesses and faults in a large number of classes : : Intolerance is a closed mind. Bigotry is an exaltation of authorities. Narrowness is ignorance unwilling to be taught : : The moment you reach a final conclusion on anything, set it up as a fact to which nothing can be added and from which nothing can be taken away, and refuse to listen to new evidence, then is reached an intellectual dead center and nothing will start the engine again short of a charge of dynamite.—*Sat. Eve. Post.*

ALL BUSINESS is like a chain. If there is a weak link, the rest should combine to make it stronger.
—Herbert Hoover.

GOOD LETTERS can emanate only from those persons who can see and think beyond their own desks.
—Charles R. Wiers.

THERE IS much difference between imitating a good man, and counterfeiting him.—*Ben Franklin.*



A Repeat Order Is Proof of Satisfaction

Of all Intertype customers operating 10 or more Intertypes 87% have shown their satisfaction in Intertype performance by one or more *repeat* orders, while 63% have placed *three* or more repeat orders.

For the year 1926, 42% of all Intertype customers were *repeat order* customers.

Could you ask any stronger proof of the uniform satisfaction with Intertypes?

Isn't it quite evident that the Intertype Composing Machine MUST *have very valuable features?* Wouldn't you like to know what these valuable features are?

Investigate....

Standardized INTERTYPE

INTERTYPE CORPORATION: *New York* 1440 Broadway; *Chicago* 130 N. Franklin St.; *Memphis* McCall Bldg.; *San Francisco* 560 Howard St.; *Los Angeles* 1240 S. Main St.; *Boston* 80 Federal St.; *London; Berlin*

INTERTYPE GARAMOND AND CLOISTER BOLD

National *Send An Idea*

PUBLISHER-PRINTER ROUND TABLE

Supervised by JOHN L. MEYER

Big Doings On Boards for P:Js

Summer and Fall "Dates" Are Calling

By J. L. M.

THIS IS going to be an interesting summer in the field of printing and publishers — witness the list of *"Dates for Printers & Publishers,"* on the next page, all the way along from the A. N. P. A., N. E. A., various regional and state gatherings, and the Graphic Arts Expo in New York in September with all its attendant conventions. It's big league stuff, all around. A preliminary survey indicates that, with business going as it is, with the great immediate need for the practical in the face of keener competitions and keener buying, attendances will not only be large but will "be on the job" a little more than in balmier days a few years ago. How many thousand large, small, private and other "Round Tables" there'll be!

THE National Editorial Association, closing a brilliant year under the presidency of Herman Roe, Northfield (Minn.) *News*, who has given nearly all of his time to the task, will again have a splendid excursion following a week of convention work at Omaha. It is the forty-second annual since *"Papa"* Herbert founded the organization, coincidentaly with the founding of NATIONAL PRINTER-JOURNALIST that he owned and edited up to the time of his passing, which occurred at an N. E. A. convention. The tour will be through the Black Hills, crossing Nebraska.

HERB. HOTALING
Executive Secretary
N. E. A.

Meanwhile nearly 1,500 new members have been added to the rolls of the N. E. A. in the 2,000 drive, with a lot of time still to go in making the goal.

Under the new rules adopted by the Executive Committee of the Association at Los Angeles last year, registrations must be made and *fees paid, at least ten days in advance* of the convention.

The rules governing attendance at conventions, as adopted last year by the Executive Committee, are as follows:

FIRST—Participation in the Educational Tours and entertainment provided in connection with the National Editorial Association's annual convention shall be limited to actual newspaper men and women, members of their respective families, and to allied industries holding sustaining memberships. In no instance shall any paper or publication be entitled to more than three representatives, preferably two.

SECOND—An itinerary fee of $12.50 per person and a convention fee of $5.00 per person must be paid by those attending. Registrations must be made and fees paid, at least ten days in advance of the convention, to the Executive Secretary, St. Paul, Minnesota. If registrant is

HERMAN ROE

President N.E.A., 1926-7
Publisher Northfield (Minn.) News

The Art of "Standing Out"

Circular letters, folders, billheads, statements—all should be distinctive. Each has an important purpose to accomplish. A paper that creates a good impression and does it *economically* heads the list of favorites among conservative buyers.

GLACIER BOND fills the bill to perfection. Made in pure white and eight attractive colors, it offers splendid opportunity for distinctive yet economical printed matter. Its quick drying and easy working qualities make it equally good on the printing press, multigraph or typewriter. Loft-dried and rag-content, it is not to be confused with a *cheap* paper despite its low price.

Use GLACIER BOND to achieve satisfaction and economy!

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ALBANY, N. Y. . . Potter-Taylor Paper Corporation	NEW YORK CITY . . . . F. W. Anderson & Co.
BALTIMORE, MD. . . . J. Francis Hock & Co.	OAKLAND, CAL. . . . . Blake, Moffitt & Towne
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BUTTE, MONT. . . . . Minneapolis Paper Co.	PHOENIX, ARIZ. . . . Blake, Moffitt & Towne
CHICAGO, ILL. . . . . Marquette Paper Co.	PITTSBURG, PA. . . . . Seyler Paper Co.
CLEVELAND, OHIO . . . . Cleveland Paper Co.	PORTLAND, ORE. . . . . Blake, Moffitt & Towne
DES MOINES, IOWA . Carpenter Paper Co. of Iowa.	RICHMOND, VA. . . . Richmond Paper Company
FARGO, N. DAK. . . . Western Newspaper Union	SACRAMENTO, CALIF. . . Blake, Moffitt & Towne
FRESNO, CALIF. . . . . Blake, Moffitt & Towne	SAN DIEGO, CALIF. . . Blake, Moffitt & Towne
LOS ANGELES, CALIF. . . Blake, Moffitt & Towne	SAN FRANCISCO, CALIF. . Blake, Moffitt & Towne
LOUISVILLE, KY. . . . . Miller Paper Co., Inc.	SAN LUIS OBISPO, CAL. . Blake, Moffitt & Towne
MILWAUKEE, WIS. . . . . The E. A. Bouer Co.	SANTA ROSA, CALIF. . . Blake, Moffitt & Towne
MINNEAPOLIS, MINN. . . . Minneapolis Paper Co.	ST. PAUL, MINN. . . . E. J. Stilwell Paper Co.
NASHVILLE, TENN. . . . . Clements Paper Co.	TACOMA, WASH. . Tacoma Paper & Stationery Co.

"Note the Tear and Wear as well as the Test"

NEENAH
PAPER COMPANY

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Makers of
OLD COUNCIL TREE BOND
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Check the ✓ Names

WISDOM BOND
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Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes

"NPJ" ROUND TABLE
(CONTINUED)

unable to attend, such fees will be refunded through the regular business channels of the Association.

THIRD—Publishers holding sustaining memberships shall be entitled to attend conventions and outings without the payment of any other fees. A sustaining membership of $25.00 will cover the itinerary and convention fees for only two persons from the same publication. Those holding sustaining memberships will in every instance be given preference where restrictions as to the number to be accommodated are made.

FOURTH—A publication desiring representation and unable to be represented by its editor or publisher may secure representation by submitting the name of a proxy, if such person is connected with such publication, to the President of the Association for his approval, providing said publication holds a sustaining membership in the Association.

FIFTH—In justice to National Editorial Association's convention hosts, children under sixteen (16) years of age are not eligible for participation in Educational Tours or Convention Entertainment features. One child over sixteen (16) years of age may participate by paying the fees provided for in section two.

"THE Progress of the N. E. A. membership campaign has been especially good in the past thirty days," said Herbert C. Hotaling, executive secretary, in mid-March, "and every state is doing something. Delaware and Nevada are among the latest to approach the 100 per cent on quota of new members.

"Iowa, under the direction of C. M. Richards, state vice president, stood at the head of the column with a percentage of 186 and there is no question but what Iowa will double its quota of 50 new members. They were given an allotment of 50 and have already turned in 93. Nebraska, the convention state, had an allotment of 100 and had turned in 111, and H. D. Leggett, the state vice president, says that is only the beginning. Minnesota, which has the largest membership of any state in the Union, accepted a quota of 100 and has exceeded that mark.

"South Dakota had only four to obtain to complete its allotment,—Maine one, Oregon three, Colorado eight, Kansas twelve.

"The Massachusetts State Press Association voted to turn in its entire membership. New York, Illinois, Pennsylvania and Texas have big allotments on which more concentrated work will have to be placed, but assurances are that they will all come through."

ASSOCIATION : PROGRESS

TECHNICAL ADMINISTRATIVE EDUCATION

THE MOVEMENT in New York for a $250,000 newspaper school project at Ithaca, is progressing. A charter has been requisitioned. Purposes of the school are described as follows by the publishers handling the details:

1. To conduct and manage a school to give instruction in all branches of publishing and the graphic arts.

2. To train workmen in all branches of the graphic arts.

3. To supervise, through extension work, the training of apprentices in newspaper, commercial printing, photo-engraving and other plants engaged in the production of printing and engraving.

4. To furnish instructions in newswriting, copy reading, advertising salesmanship and methods, circulation department methods and business office methods.

5. To give certificates certifying to the completion in whole or in part, of any course of study in the institution.

6. To find employment for its graduates.

7. To engage in research in all branches of publishing and the graphic arts.

8. To take over the property, management and control of the Empire State School of Printing and the Empire State School of Engraving now conducted at Ithaca, New York.

9. To acquire by purchase or otherwise all the real and personal property necessary to carry on the purposes hereinbefore specified.

"ASSOCIATION MECHANIC" IS OFFERED

FRED KENNEDY'S domain—he's field manager of the Washington (State) Press Association—is deciding whether or not the publishers want a traveling mechanic. This is the plan:

"Every so often one of your machines breaks down, usually at a time when it is most needed. It is probable that if the machine had been cared for properly, it would not have gone haywire. The traveling mechanic will visit each newspaper office once or twice a year, go over the machines, adjust them, replace worn-out parts, oil and clean them and put them in good working condition.

"For this service, the publisher will pay a stipulated sum for the service directly to the mechanic, in addition to such parts as may be necessary for the machines. This sum might be $10 a day, or $15, whatever is found necessary to cover the cost and pay wages.

"Those who care to enter such a service should write the manager, and when all returns are in, it will be determined whether the number justifies putting the plan into operation. A sufficient number is the essence of the proposed service. What do you say?"

TO DEDICATE MASTER PRINTERS BLDG.

A FEATURE with the Fourth Graphic Arts Exposition, New York, Sept. 5-17, and the many big conventions to be held there at the same time, will be the dedication of the Master Printers Building, now being completed. Special guests at the ceremony will include Mayor "Jimmie" Walker of New York; George H. Carter, public printer of the U. S. A.; E. E. Eilert, president of the U. T. A., and John J. Deviny, president of the Printing House Craftsmen, International.

Dates for Association Boosters

April

FLORIDA PRESS ASSOCIATION, ASSOCIATED DAILIES OF FLORIDA and SOUTH FLORIDA PRESS ASSOCIATION, 8-9, Fort Myers.
SOUTH TEXAS EDITORIAL ASSOCIATION, 22, San Antonio.
PANHANDLE PRESS ASSOCIATION, 22-23, Amarillo.
ASSOCIATED PRESS, 25, Waldorf-Astoria, New York City.
AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION, 25-30, Waldorf-Astoria, New York City.

May

KANSAS EDITORIAL ASSOCIATION, Topeka, May 5-6.
OKLAHOMA PRESS ASSOCIATION, Poteau, May 6-7.
SOUTHERN MASTER PRINTERS FEDERATION, 9-10, Hermitage Hotel, Nashville, Tenn.
GEORGIA PRESS ASSOCIATION, 11, Sail from Savannah for Boston for three-day trip through New England.
ARKANSAS PRESS ASSOCIATION, 19-21, Hot Springs.

June

NATIONAL EDITORIAL ASSOCIATION, 12-15, Omaha, Neb.
TEXAS PRESS ASSOCIATION, 17-19, El Paso.
INTERNATIONAL CIRCULATION MANAGERS' ASSOCIATION, 22-23, Atlanta, Ga.
PENNSYLVANIA NEWSPAPER PUBLISHERS' ASSOCIATION—Summer meeting, Waynesboro, June 17-18.

July

SOUTHERN NEWSPAPER PUBLISHERS' ASSOCIATION, 4-6, Atlanta Biltmore Hotel, Atlanta, Ga.
IDAHO EDITORIAL ASSOCIATION, 22-23, Mack's Inn.

August

GEORGIA PRESS ASSOCIATION, 22-24, Eatonton.

September

GRAPHIC ARTS EXPOSITION, 5-17, Grand Central Palace, New York City.
INTERNATIONAL ASSOCIATION OF PRINTING HOUSE CRAFTSMEN, 5-17, Grand Central Palace, New York City.
INTERNATIONAL TRADE COMPOSITION ASSOCIATION, 5-17, Grand Central Palace, New York City.
INTERNATIONAL PRINTERS SUPPLY SALESMEN'S GUILD, 5-17, Grand Central Palace, New York City.
INTERNATIONAL ASSOCIATION OF ELECTROTYPERS OF AMERICA, 5-17, Grand Central Palace, New York City.
EMPLOYING BOOKBINDERS OF AMERICA, 5-17, Grand Central Palace, New York City.
UNITED TYPOTHETAE OF AMERICA, 5-17, Grand Central Palace, New York City.

Newspaper:Printing Contests

GRAPHIC ARTS POSTER CONTEST—In connection with the Sept. 5-17, 1927, fourth exposition, New York, the winning design to be used for posters advertising the event: First Prize, $250, to J. M. Mitchell; second, Herbert F. Rose; third, Hajo Christoph; honorable mentions: M. J. Musial, Mary Virginia Bell, E. J. Bistram, Charles H. Blodgett and Gustav B. Jensen.

N. E. A. NEWSPAPER CONTESTS—As given in detail in *"NPJ"* and other trade papers, the 1927 National Editorial Association contests include: Best Weekly Newspaper, President's Cup; Best Editorial Page, *Inland Printer* Cup; Front Page, *American Printer;* Advertising Contest, Bonnet-Brown Corp.; Newspaper Production Contest (new), NATIONAL PRINTER-JOURNALIST trophy. Entries have come in from many states.

NEBRASKA PRESS ASSOCIATION—Best Front Page, Clayton Snow, Chadron *Journal;* editorial page, E. D. Stone, Hartington *Herald;* school department, W. J. Reynolds, Harvard *Courier;* best paper, under 1,000 pop., Claude Smith, Elwood *Bulletin;* best front page, under 1,000 pop., Claude Taylor,

The Miehle

The Miehle Two Color Press

The Increasing Use of Color

COMPETITION among advertisers is constantly bringing about an increased use of color work.

To get the prospect's eye and attention it is necessary to go beyond the greatest appeal possible with but one color.

More than ever are the great efficiency and economy of the Miehle Two-Color Press apparent to the discerning printer.

To operate one or more of these presses places the printer in a preferred class.

MIEHLE PRINTING PRESS & MFG. CO.

Main Office and Factory Fourteenth and Robey Streets, Chicago

Operating Exhibits: Transportation Building, Chicago Printing Crafts Building, New York

Sales Offices:

PHILADELPHIA BOSTON DALLAS SAN FRANCISCO LOS ANGELES ATLANTA, Dodson Printers' Supply Co.
OKLAHOMA CITY, Western Newspaper Union SALT LAKE CITY, Western Newspaper Union

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

"NPJ" ROUND TABLE
(CONTINUED)

Overton *Herald;* community service, J. A. Gardner, Eagle *Beacon;* sweepstakes, C. A. Carlson, Aurora *Republican.*

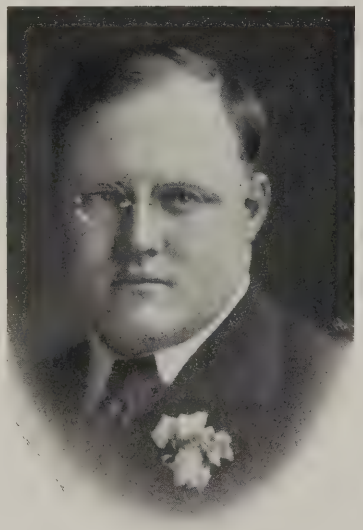
BUCKEYE (Ohio) PRESS ASSOCIATION—Community Service, Granville Barrere, Hillsboro *News-Herald;* best county-seat weekly, Barberton *Herald.*

NEW JERSEY PRESS ASSOCIATION—Student at Rutgers School of Journalism, making most progress, Samuel Blackman, $100 scholarship. Gov. Moore presented the award, praising the publishers for the enterprise.

SOUTHERN CALIFORNIA PRESS ASSOCIATION (Now the California Editorial Association)—Best Front Page, George B. Morgridge and Joe E. Eastwood, Sierra Madre, *News,* (Los Angeles *Times cup*). The following was the scoring schedule: Typography, 10 maximum points; balance, attractiveness, readability and press work, each 10; local appeal, original matter, proper featuring and prominence on page, each 12½ points; total, 100.

JOURNALISM SCHOOL in REAL "FIRST AID" to PUBLISHER : :

SCHOOLS of journalism in the United States have been sending out student teams to take over publication of weekly newspapers for an issue, but few of them can boast of taking over both the printing and editorial ends as did two South Dakota State College printing and journalism students recently on the Lake Norden *Enterprise.* Casper Nohner, editor of the *Enterprise,* came down with the flu a few weeks ago and sent in a call for help to the State College department. Salmer Peterson, junior in printing and rural journalism from Brookings, and Ronald Triplett, special student in machine composition from Alpena, were sent out to take charge of publishing the *Enterprise* during Mr. Nohner's illness. During the two weeks they were in charge of the Lake Norden paper they gathered some valuable experience, edited and printed a very creditable paper and made it possible for Mr. Nohner to stay in bed until he was fully recovered.



CASPER NOHNER
Lake Norden (S. D.)
Enterprise

NEW INSTRUCTOR IN TYPOGRAPHY, U. T. A.

TILMON FARROW, according to announcement by the United Typothetae Department of Education, Fred J. Hartman, director, has been appointed a member of the faculty at the U. T. A. School of Printing, Indianapolis, as instructor in design and typography. He has been with the Franklin Press, Detroit; Corday & Gross, Cleveland, and other leading printing firms, gaining an unusual experience in advertising typography and commercial work.

REGIONAL SECRETARY, N. E. A. (East)

PRESIDENT Herman Roe of the National Editorial Association, in line with one of the new policies of his administration, has appointed Charles B. Spatz, publisher of the Boyerton (Pa.) *Democrat,* as regional secretary of the eastern division of the N. E. A. Mr. Spatz is a past President of the Pennsylvania Weekly Press Association, and member of a family which boasts four generations of newspaper publishers. He is a former member of the Pennsylvania Legislature, a real estate operator, an apple orchardist, a stockholder in manufacturing plants, and well-known as a Masonic lecturer. The Eastern Division includes Pennsylvania, New York, New Jersey, Maryland, Delaware, West Virginia, Virginia, Ohio and the New England Group.

ASSOCIATION ELECTIONS

CONNECTICUT EDITORIAL ASSOCIATION—President, John E. Hersam, New Canaan Advertiser; vice-presidents, Arthur S. Barnes, Bristol Press; Paul P. Ives, Guilford Cackle and Crow; George H. Grout, New London Day; Howard W. Palmer, Greenwich Press; Gordon J. Gale, Windham County Transcript; Francis P. Flynn, Watertown News; Ernest L. Prann, Deep River New Era; Walter Stemmons, C. A. C. Publications; secretary-treasurer, Everett G. Hill, Ansonia Sentinel; auditor, O. S. Freeman, Canaan Connecticut Western News.

FIRST GEORGIA DISTRICT PRESS ASSOCIATION—President, R. M. Martin, Hinesville; vice-president, L. M. Rhoden, Reidsville; secretary-treasurer, D. G. Bickers, Savannah.

INDIANA WEEKLY PRESS ASSOCIATION—President, John Ben Stotts, Odon Journal; vice-president, G. Guy Campbell, Brownsburg Record; secretary, C. E. VanValer, Gas City Journal; treasurer, Edley W. Rogers, Carlisle News; publicity director, James K. Gorrell, Bremen Enquirer.

IOWA PRESS ASSOCIATION—President, John W. Carey, Sioux City Journal; vice president, W. C. Jarnagin, Storm Lake Pilot-Tribune; secretary, O. E. Hull, Leon Reporter; treasurer, Howard Rann, Manchester Press.

MARYLAND PRESS ASSOCIATION—President, Joseph B. Finan, Cumberland Times; vice-president, Clarence C. Vincent, Snow Hill Messenger; secretary-treasurer, S. E. Shannahan, Easton Star and Democrat.

MINNESOTA EDITORIAL ASSOCIATION—President, J. V. Weber, Slayton; first vice-president, E. K. Whiting, Owatonna; second vice-president, L. A. Rossman, Grand Rapids; third vice-president, John E. Casey, Jordan; treasurer, H. C. Hotaling, Mapleton; secretary and field manager, Sam S. Haislet.

CENTRAL MISSOURI PRESS ASSOCIATION—President, E. Norris Pizer, Tipton Times; vice-president, Herbert Steinbeck, Union Tribune; secretary-treasurer, Mrs. Pauline Jaqua Taubert, Warrensburg Standard-Herald.

NEVADA PRESS ASSOCIATION—President, B. N. Selkirk, Gardnerville Record-Courier; secretary, W. C. Black, Lovelock.

NEW MEXICO STATE NEWSPAPER MEN'S ASSOCIATION—President, Senator Jose Montaner, Taos Valley News; secretary-treasurer, Paul Dodge, Tucumcari News.

NORTHWEST DAILY PRESS ASSOCIATION—President, Leslie S. Whitcomb, Albert Lea; vice-president, H. Z. Mitchell, Bemidji; secretary, Edward LaFond, Little Falls; assistant secretary, R. P. Palmer, Minneapolis.

BUCKEYE (OHIO) PRESS ASSOCIATION—President, R. B. Howard, London; vice-presidents, Don C. Bailey, West Liberty Banner; W. W. Porter, Cincinnati Western Hills News; A. D. Curfman, Westerville Public Opinion; C. W. Griswold, Columbiana Ledger; Oliver Hartley, Pomeroy Democrat; executive secretary, G. H. Townley, Lebanon Western Star; recording secretary, Karlh Bull, Cedarville Herald; treasurer, O. P. Gayman, Canal Winchester Times.

LANCASTER (PA.) COUNTY PUBLISHERS' ASSOCIATION—President, H. E. Trout, Manheim Sentinel; vice-president, W. D. Marburger, Millersville Press; secretary-treasurer, Howard Reynolds, Quarryville Sun.

SOUTH DAKOTA PRESS ASSOCIATION—President, Carmen L. Bates, Onida Watchman and Agar Enterprise; secretary-treasurer, J. F. (Dick) Halladay.

TEXAS DAILY PRESS LEAGUE—President, S. W. Papert; vice-president, D. W. Stevick, Texarkana Gazette; secretary, Lowry Martin, Corsicana Daily Sun; chairman of the board of directors, J. L. Greer, Denison Daily Herald.

TEXAS NEWSPAPER PUBLISHERS ASSOCIATION—President, J. L. Mapes, Beaumont Enterprise and Journal; vice-president, W. C. Mayborn, Fort Worth Scripps-Howard newspapers; secretary-treasurer, A. E. Clarkson, Houston Post-Dispatch.

CIRCULATION BUILDING

PAPER "TREATS" VETERAN SUBSCRIBER

HERE IS How the Northfield (Minn.) *News,* (Herman Roe, president of the N. E. A., publisher), took proper advantage of the case of a resident who has paid his subscription for the forty-seventh consecutive time. Under a popular column on the editorial page, entitled *"Tales of the Town,"* appeared: : : John must have gotten his money's worth or he would not have hung on so long. He has a total investment during that time of $59.25; besides this he possesses the autographs on his subscription receipts of some very illustrious individuals, yours truly being among the number.

Besides what I have mentioned I wonder what else John has gotten for his money? It's a cinch that John would not be one-half as good a man as he is if he had not been so consistent a reader of the News. Just think, John, you have actually in those forty-six years read and digested 143,520 columns of reading matter that has had to be written, set in type, re-read and printed. If these columns had been placed end for end you would have had a column forty-five miles long. You have taken two hours of your time each week to read "the educator," and this means that you have spent 4,680 hours reading it, and at 30c per

"NPJ" ROUND TABLE
(CONTINUED)

hour you have put in $1,404 worth of time. If you had your papers laid out flat, page upon page, you would have a pile of print paper nine and a half feet high and weighing 2,450 pounds.

You have a lot invested in the News, but think what you have gotten out of it! : : :

This was followed by a half-column of reminiscences, pointing out various features of the paper. "I hope the assessor does not get ahold of this story", it went on, referring to the many advantages the subscriber must have received from the paper in 46 years. Conclusion: "Actually, John, and no foolin'; you did not know until this moment what the *News* has been worth to you." (Very clever, all the way, and a good lesson for all readers of "NPJ"—*J. L. M.*)

GIFT PLAN WITH ANOTHER CURVE

EDITOR MCNAY, Butler (Mo.) *Republican-Press*, started the 1927 circulation boosting campaign with an offer of a year's subscription free to every newly married couple making its home in Bates county.

SCHMID, HEARST CIRCULATION DIRECTOR

JOHN M. SCHMID, recently named circulation director for the Hearst dailies, was for twenty-one years circulation manager, and latterly business manager, of the Indianapolis *News*. Readers of *"NPJ"* will remember some of his contributions on methods in this magazine.

PLAIN TALK BY NEW PUBLISHER WINS

O. E. MEYER, Alamosa (Colo.) *Courier*, upon purchasing the paper from Albert Hulin, successfully put in a "cash in advance" subscription plan. His letter to subscribers was, in part, as follows: "Of course we want to keep all the subscribers we have, but we will not keep them if they are not paid ahead. This is not because your credit is not good, or that we don't trust you, but simply because it is not good business to send a paper year after year without pay, as has been done in some cases."

TEAR SHEETS TO THE AGENCIES

FROM THE field manager's bulletin, California (Ben Read): "Tear sheets or checking copies may be sent at pound rates although enclosed in a special envelope to attract attention and insure careful delivery. The envelope must carry in the upper right-hand corner, where stamps would ordinarily be affixed the wording 'Second Class Matter. Mailed under Sec. 413 P. L. & R.'

"Checking copies or tear sheets are placed in the envelopes unsealed and taken to the postoffice with the regular mailing of the day's paper. They are weighed up with the papers and go at pound rates. Some publishers use a catalog envelope 6½ by 9½ with the following wording:

Santa Marie Times
Santa Marie, Calif.

(Second Class Matter Mailed under Sec. 413 P. L. & R.)

This Envelope Contains CHECKING COPIES Do Not Destroy

BOOKS & PUBLICATIONS

NOTABLE CHANGES IN THE EAST

FOLLOWING the passing of M. J. O'Neill, who was general manager of the *American Printer* for a period, M. C. Robbins and Associates who publish *Gas Age Record, Advertising & Selling* and other trade journals, have purchased the *American Printer*, New York. Mr. O'Neill took on the latter publication when John Clyde Oswald retired from it to become executive secretary of the New York Employing Printers' Association. Mr. Oswald now has resigned from the association, effective Oct. 1, and will become president of Abbott Press & Mortimer-Walling, Inc., a large printing firm in New York City.

PRINTING TRADES BLUE BOOK

A. F. LEWIS & CO., Chicago, have announced that the fifth annual Western edition of the Printing Trades Blue Book for the year 1927 is now ready for distribution. This publication is a directory of the printing and allied trades covering the territory from Denver, Colorado, West. The new edition, however, has been enlarged to contain also the states of Oklahoma and Texas.

ALONG the TRAIL, in the GOLDEN STATE

A TASTY VOLUME, under the above title, covering the 1926 pilgrimage of the National Editorial Association, reaches the editor with the compliments of Mr. and Mrs. H. C. Hotaling. Mr. Hotaling's intimate knowledge of N. E. A. affairs, gained through a long arduous experience as its executive secretary, as well as the close interest in the publishing and printing field of both of the Hotalings (they own the Mapleton (Minn.) *Blue Earth County Enterprise*), is evidenced in the contents and the production of the book. The Minnesota delegation is featured in detail. The book is done in chapter form, each chapter having a catchy "newspaper style" heading of a descriptive and summarizing nature, thus making the book all the more useful and interesting.—*J. L. M.*

CITY ADVERTISES (Paid) WELCOME TO PUBLISHER

THE city of New Orleans, through its mayor, ran a full page advertisement of welcome in New Orleans newspapers, when Cyrus H. K. Curtis, head of the *Saturday Evening Post, Ladies Home Journal,* Philadelphia *Public Ledger,* and New York *Evening Post,* reached New Orleans recently while on a yachting trip. All four New Orleans dailies carried the ad, paid for at regular rates.

THE ART OF SPACING, By S. A. BARTELS

A TREATISE on the Proper Distribution of White Space in Typography, published at the *Inland Printer, Chicago*: Anyone can say, "they ought to write a book and help to stop the murderous misuse of spacing in book work and fine printing typography", but it must have been quite another thing to "go and do it." Mr. Bartels succeeds admirably and, I think, largely because he shows so many good and useful illustrations of the proper use of "white" in setting straight matter, initial letters, book margins, border margins, and so on. He covers advertisements, too. And, there is a chapter on the use of ornaments. It isn't possible "to pass a law" and enforce good taste and work, but such men as Mr. Bartels can and are doing a whole lot to give educational counsel, from broad experience, with natures having a strong bent toward the beautiful.—*J. L. M.*

IMPOSITION; Revised Edition, U. T. A.

THIS IS the Fourth book of the series, Standard Textbooks on Printing, by the educational department, United Typothetae of America, Fred J. Hartman, director. The details covered include lockup equipment, principles of lockup, making proof corrections, locking up small forms, locking up rule forms, registering color forms, locking up in the foundry, determining margins, four, eight, twelve, sixteen, twenty-four, thirty-two, sixty-four, eighteen and twenty page forms; and, folder forms. The volume is suitably done for hand-book as well as library purposes.—*J. L. M.*

THE SMALL COMMUNITY NEWSPAPER

A PAMPHLET, Journalism Series No. 46, University of Missouri Bulletins; by JOHN H. CASEY, assistant professor of Journalism at the Columbia (Mo.) school: There is a review of the country weekly situation of today, a good chapter on the 12-em column, another on how to develop country correspondents, the subject of advertising rates is well covered; also, getting of want-ads, comics for weeklies, the weekly newspaper office as a community center, and various community service projects—all taken from the good book of actual experience.—*J. L. M.*

BOOKBINDING CRAFT & INDUSTRY

By T. HARRISON; one of the "Common Commodities and Industries series, Isaac Pitman & Sons, New York; Mr. Harrison, of London, Eng., has been instructor in bookbinding and design. The little volume is well illustrated and comprehensive. It is done in language readily understandable by the layman as well as the professional.—*J. L. M.*

THE WAKEFIELD PLAN, and STYLE BOOK FOR NEWS WRITERS

By GARDNER E. CAMPBELL, Wakefield, Mass. (Managing Editor, *Daily Item;* Past-President Massachusetts Press Association; now State Vice-President, National Editorial Association)—Mr. Campbell in the first-named brochure has told the complete story of a very successful enterprise he conducted on

"NPJ" ROUND TABLE
(CONTINUED)

his paper, and covered in its high spots in an article in *"NPJ"* some months ago—a "personals contest." The booklet shows copies of all forms, letters, ads, etc., used to get hundreds of youngsters interested in furnishing personal news items, making for one thing a 200 daily increase in circulation during the summer months. The booklet sells at 25 cents a copy. It is so complete, yet condensed, that the whole plan unfolds quickly to the reader. Everything needful is provided for. The other booklet, single copies 50 cents, makes a splendid little pocket manual for reporters and correspondents, and is very complete.

COMMUNITY BUILDING

WHAT DOES THE FARMER WANT?

C. E. Rogers, Kansas State Agricultural College, department of industrial journalism, addressing American Association of Teachers of Journalism:

: . : "Few newspapers have recognized the new demand of the farmer and are failing to give him the kind of market service he needs.

"In a recent study of Kansas farmers I sent a questionnaire to 1,500 of them, 577 of whom responded. Of these 577 persons, 553 take a daily paper. Exactly 183 subscribe to a market daily and 182 take a leading metropolitan daily circulating in Kansas. Other metropolitan dailies and small city dailies make up the remainder of the circulation of daily newspapers among them. Many of these farmers take two or more dailies.

"Seventy-three per cent of the replies indicated practical use had been made of market information supplied through the press. Use of market reports in concrete instances was caused by forecasts, interpretation of advice, reading general trends, or acting upon daily price trends.

"Some suggestions made by these farmers are: More cash quotations: a greater definition of the quality of products; statistics of prices and supplies, past and present; greater accuracy in reports. They want more information regarding dairy products, fruits, sorghums, honey, crop conditions in the United States and elsewhere, advantageous markets, 'supply and demand,' eggs and poultry products, 'statistics,' world markets, probable animal population and supplies, and business cycles.

"A large proportion of farmers indicated they found articles which attempt to explain and forecast market trends useful and 361 found them trustworthy, although many of them qualified their answers with such comments as 'fairly,' 'reasonably,' and the like.

"To sum up, the modern business farmer has very definite needs for market information and interpretation. In the case of the small daily, (and weeklies?) local market information is neglected. The daily newspapers having wide circulation among agricultural producers—and this includes most of the daily press in the middle west and the south—are missing an opportunity in their failure to satisfy the requirements of this rapidly growing class of daily newspaper readers, or potential readers."

GIANT ORGAN IN NEWSPAPER PLANT

What Is Believed to be the largest, if not the only large organ, in a newspaper plant, has been installed by the Milwaukee (Wis.) *Journal* in its new $2,500,000 property, in connection with radio station WHAD of the *Journal* and Marquette University.

WHERE TO BEGIN BUILDING UP TOWNS

H. H. Heidman, Algoma (Wis.) *Record-Herald*: "It's a wise bird that spends most of its time sitting on its own eggs. Getting industries for the home town is a kind of national sport. Let a business concern say it contemplates removal and town boosters from a long distance form a line at the offices. Meanwhile, in many cities thus reaching out, there are ambitious and competent young men who would like to start something in their home towns. It is a good policy to work up the home resources first. *The best town-boosting develops the advantages and attractions of the town and makes it a good place for residence and business.* Then population growth and development seem to come rather naturally. Quality is always better than quantity."

A SLANT ON MAIL ORDER COMPETITION

FROM the Florence (Ala.) *Herald*: " : : The Durant (Okla.) *Weekly News* published an offer of a year's subscription to anyone who would deliver at its office a mail order catalogue weighing two pounds or more. The idea was merely to emphasize the advisability of buying at home and incidentally to get the catalogues out of the way. But the Federal Trade Commission ruled that this was interfering with the business of the mail order houses and ordered the *News* to stop buying catalogues : : we now know how sacred is the mail order catalogue. It may be neither bought nor sold. It might be adjudged high treason to consign it to the garbage can. In order to safely avert the wrath of the Federal Trade Commission it would be well to keep it in a glass case."

OF ALL THINGS! FORD PART PROVES to be TEMPER-SAVER!

Bernard M. Wills, Pateros (Wash.) Reporter

PICTURE a composing room on press day: the printer lines up a column of metal or squeezes in a lead with his makeup rule and lays it down. In a second or two it is covered with leads, slugs or whatnot, and when it is needed again blue smoke issues from that printer as he madly scatters stuff in his search. And it is the same with the elusive tweezers.

Here is an idea which has been worked out in the office of the *Pateros Reporter,* which is proving a time and temper saver: get some magnets—I bummed some old ones from the Ford garage—tie strings to their middles so that the legs will hang down, and fasten the other end of the string to the ceiling over the stones so that the magnets will be suspended in an easily reached position just high enough so the form can be lifted without hitting them. Then instead of the printer's putting his make-up rule or tweezers in his apron or losing them on the form, he can just toss them at a magnet where they will be handy when he wants them.

This idea is believed to be saving at least a half hour a day of non-profitable energy in our office, and might save even more time in your plan.

ASSOCIATIONS TO ADVERTISE STATES

Twenty-seven Texas dailies have agreed to run 724 full page advertisements to prove the advantages of Texas to Texans. Their circulations makes 350,000. The ads would cost $55,000. Each paper will print 27 ads. : : New England newspapers have several state-advertising plans under way. One proposed to ask the legislature for $50,000 to advertise Massachusetts.

LOCAL EDITORIALS BY LOCAL MEN

J. S. Farquhar, Cedar Rapids (Ia.) *Republican,* arranged with well-known local men to write local editorials, giving them front-page space under a standing head, "At the Sign of the Seven Seers." Some wordy battles ensued. All in all, the editor is keeping the plan going, and even guarding against interruptions by having a "reserve" lined up.

PRODUCTION ANGLES

REBUILDINGS: NEW HOMES: ADDITIONS

Batesville (Ark.) Record—In new home.
Julesburg (Colo.) Grit-Advocate—In new home.
Chicago (Ill.) Daily News—To build.
Haddam (Kans.) Clipper-Leader—In new building.
Farmington (Mich.) Enterprise—In new home.
Tracy (Minn.) Headlight Herald—To build.
New York (N. Y.) Journal of Commerce—To lease new plant.
McAllen (Tex.) Daily Press—To build.
Wichita Falls (Tex.) Times—In new home.
Blaine (Wash.) Journal-Press—In new home.
Cosmopolis (Wash.) Times—Moving into new quarters.

THE OPPORTUNITY OF THE GRAPHIC ARTS

Henry L. Bullen, Librarian of the American Type Founders Co., kindly furnished the latest report on annual purchases of machinery by the graphic arts industries in this country, the latest complete figures available being those of 1923, as follows:

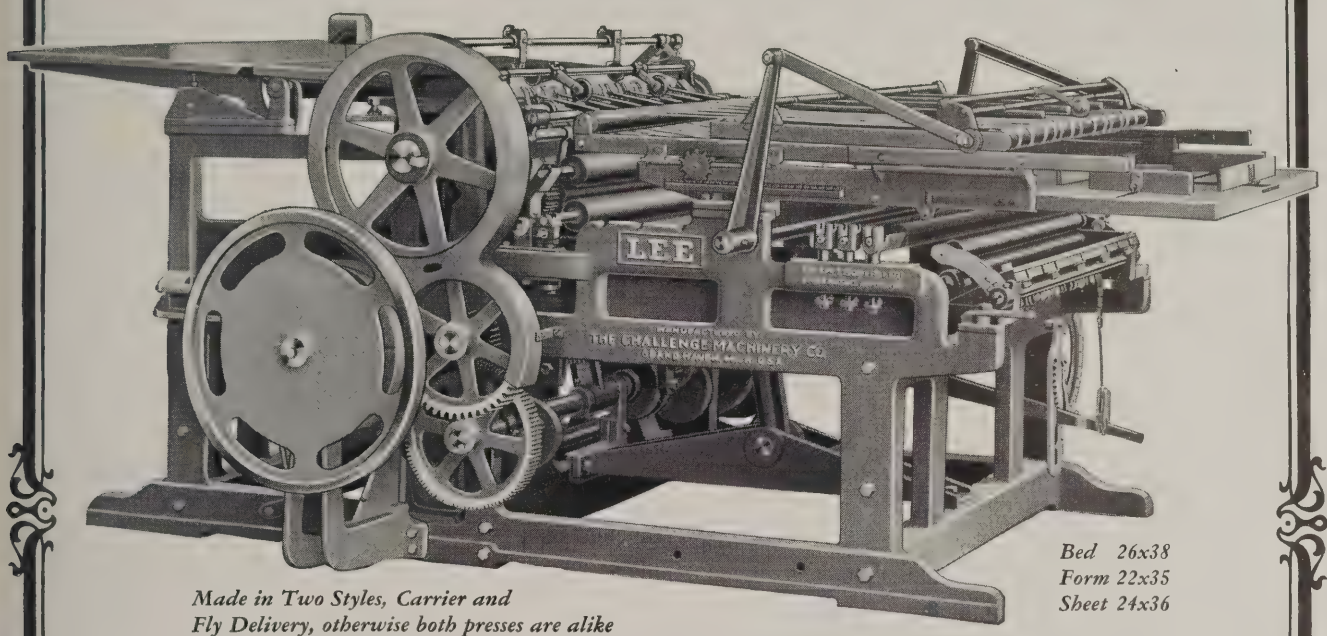
Printing presses (letterpress and lithographic)	$30,868,907
Typesetting machines	27,087,773
Other printing machinery	12,949,870
Bookbinding machines	1,204,917
Photo-engraving machines	1,342,761
	$73,454,228
Less exports (estimated)	24,484,743
Net, for U. S.	$48,969,485

"There are no statistics of the total investment in machinery in America's graphic arts industries. It must be enormous," says Mr. Bullen, and adds:

The LEE PRESS

The Economical Two-Revolution

Because of Its Very Moderate First Cost, Ease of Handling, Low Upkeep and Superior Product



Made in Two Styles, Carrier and Fly Delivery, otherwise both presses are alike

Bed 26x38
Form 22x35
Sheet 24x36

Simplest Two-Revolution Press Made

The LEE PRESS was designed to give the user the greatest maximum efficiency on all varieties of work, from the small, plain, quick job in one color up to a sheet the capacity of the press and which may call for the closest kind of register in several colors

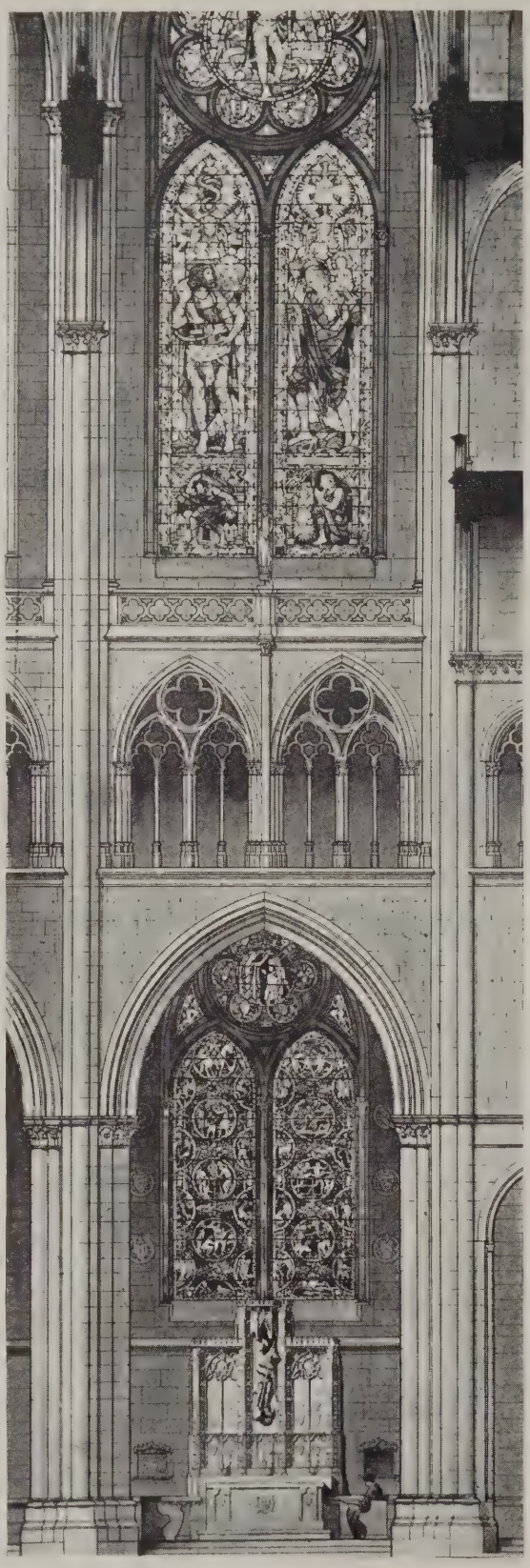
The LEE PRESS is simple, strong and pleasing in its lines, and possesses every convenience for the operator. The few adjustments necessary are extremely simple and readily understood, making it easy to handle in changing for different size forms

Write today to us or any Dealer for literature and prices

The Challenge Machinery Co., *Mfrs.*

Chicago, 17-19 E. Austin Ave. Grand Haven, Mich. New York, 220 W. 19th St.

The LEE PRESS



"NATIONAL PRESS BAY"

To Be Erected in the Cathedral of St. John the Divine, New York City as a National Shrine to the Newspaper Profession

"NPJ" ROUND TABLE
(CONTINUED)

"Gross value of products of the industry in 1923 was $1,992,012,310. with net value added in this work of $1,364,-339,918 to the materials purchased by the plants, such as paper, ink, etc.

"Yet in so vast a field complaint is constant that profits are inadequate and competition runious. Do not all these troubles arise from a too general lack of scientific knowledge? The crying need is specialized education. Other great groups are getting the desired results that way.

"It is the opinion of the more successful men in the graphic arts industries that an investment by those so engaged of $1,500,000 for specialized education in an institution, national in scope, will effect greater benefits than any other expenditure the proprietors could possibly make. That amount is required for building, endowment, equipment, etc., for such a department at the Massachusetts Institute of Technology." Mr. Bullen then urges that such a plan get immediate consideration and be carried through.

PUTS ON THE 12-EM COLUMN

Will W. Simpson, Hillyard (Wash.) *News,* going from a 13-em, 7-column, to 12-em, 8-column weekly: "Had I the usual size paper I would have had to print eight pages, whereas I got the stuff in six pages. That means a saving of one-fourth presswork and folding and the same saving in stock. My columns being 22 inch, I gain 132 inches space in the six pages, and numerous weeks I can publish six instead of eight pages, which will amount to quite a substantial reduction in expense. I can not understand how anyone will stick to the 13-em measure column."

NEWSPAPER "SUB" GETS BIG STRING

In Thirty-Three Hours, C. E. Walker, a Linotype operator subbing with the San Antonio (Tex.) *Light,* composed 398,300 ems — an average of more than 12,000 ems an hour. Walker had been "showing up" for several weeks and catching a day occasionally. A few weeks ago he caught a five day stretch. At the end of the week, Walker's strings were found to be as follows: Tuesday, 76,000; Thursday, 77,400; Friday, 78,000; Saturday, 86,500; Saturday night, 80,400; total, 398,300 ems.

This type was produced from the regular run of the hook, seven point, twelve ems wide, and there is no phat to speak of at any time. The *Light* is an afternoon paper, and "takes" rarely run over 1500 ems. Walker's strings were produced on a Model 1 Linotype (Serial No. 5840), one of the first Linotypes installed by the *Light* nearly thirty years ago. The slugs on this machine trim forty-three to the thousand ems. W. W. Wever is foreman of the *Light* composing room, and E. A. Wiggins is the machinist, with Melrose Wosnig assistant.

MANUFACTURERS : : SERVICES

THE OLD PRESSMAN TELLS US

In "Canadaink," Canada Printing Ink Co., Toronto:

—That Ink cans should not be left laying around where they can accumulate dust and grit. Keep them in a cupboard. Clean Ink is a help to clean printing.

—That dried-up Inks are practically worthless. To prevent this, keep them tightly covered, and in a moderate temperature. It costs money to replace Inks that have dried up. Save Inks and save money.

—That cleanliness is essential in mixing all colors, especially delicate tints. Use a glass slab and see that it is thoroughly clean and free from the slightest amount of other Ink before using.

—That as a rule stiff-bodied Inks should be used on hard finished papers, and soft flowing Inks on papers with soft or porous surfaces.

—That where a regular Ink makers' spatula is not obtainable, a very good mixing knife can be made by squaring the end of an ordinary table knife.

—That a full body of color should be carried when printing permanent colors, which are to be subjected to outdoor exposure. The thicker the film of Ink the greater its resistance to the action of light and weather.

—That rollers should be washed two or three times (or as often as necessary) when delicate tints are being printed. The pores of the roller have become impregnated with the inks of previous use and it is practically impossible to remove them with one washing. The old color works out with the action of the press and materially affects the tint.

—That every pressman should have a type high gauge for testing mounted plates and a micrometer for measuring the uniformity of paper thicknesses.

A "FIRST AID" TO NEW IDEAS

Editorial in *American Machinist*: "Some people seem to think that ideas are heaven-sent inspirations vouchsafed only to the favored few. As a matter of fact, there are men who

Mashek Form Truck

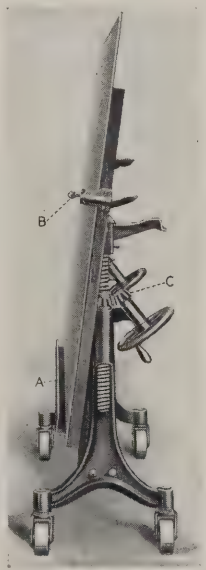
An elevating Form Truck, positive in action and so easy to operate that it is almost automatic. Gears at each end insure adjustment to overcome any unevenness in floor; all parts are standardized so that any replacements necessary are always right. Saves time and labor, insures against damage to heavy forms, and personal injury to employee, in handling.

No need for worry about forms not "lifting" through absence of cross-bars; nor for one man on each end of a chase and another in the center (with possibly a board for added safety) in handling a large form from imposing table to bed of press; nor of danger of "pi" in going to and from pressroom.

Forms are slid from stone to truck and from truck to press without possibility of any portion of the type matter falling from the chase. Heavy forms are handled easily. During the journey from stone to press there is no danger of striking the face of the form.

The top is first elevated for height in the tilted position, high enough to clear the bed of the press when swiveled horizontally.

The table top swivels on a central axle, making it easy to tilt. The axle bearings fit in sockets attached to fast ball-bearing adjustments at each end of truck. The table top is of 11-gauge steel, heavily reinforced. The above illustration shows workman transferring form from imposing surface to table-top of truck.



When the form is placed on this truck, the table top holding the form can be tilted as shown and wheeled through a twenty-inch space.

Lowest adjustment of table top from floor, 35 in.

Highest adjustment of table top from floor, 46 in.

Made in following sizes of tops (order by number):

No. 13482 . . . 36 x 43 inches
No. 13482-A . 36 x 46 inches
No. 13482-B . 36 x 50 inches
No. 13482-C . 40 x 53 inches
No. 13482-D . 42 x 56 inches
No. 13482-E . 42 x 62 inches
No. 13482-G . 42 x 65 inches
No. 13482-H . 46 x 68 inches
No. 13482-K . 48 x 74 inches

Truck frames are made in two sizes, 40 and 48 inches wide. First five sizes listed are supplied with 40-inch frames.

Hamilton Manufacturing Company, Two Rivers, Wis.

Eastern Office and Warehouse: Rahway, New Jersey
For Sale by Leading Typefounders and Dealers Everywhere

Johnsonized

Some bargains in thoroughly remanufactured machinery for the printer:

One Model No. 89 Liberty Job Folder, takes a sheet up to 22 x 32. Will handle both right angle and parallel folds. This machine guaranteed to be as good as new for all practical purposes. The price complete with motor, is.....$800.00

One Model No. 88 Liberty Quick Change Folder, range of work from 6 x 6 to 22 x 32″. Has a capacity for a large variety of parallel and right angle folding. Price, complete with motor, is $690.00

One No. 2 Potter Proof Press, bed 17 x 25″, complete with grippers, trip and inking attachment, in first class condition.....$275.00

One Vandercook Rocker Series Proof Press, bed 16 x 24″, printing surface 11 x 24″. As good as new.....$200.00

One Rosback Foot Power Little Giant 24″ Punching Machine with 20″ Perforating Attachment.....$175.00

One Rosback Special Six Power Punching Machine with four punch heads, complete.....$300.00

One 15″ Southworth Hand Perforating Machine, almost new.....$60.00

One No. 6 Morrison Perfection Wire Stitcher, capacity two sheets up to seven-eighths inch, complete with direct motor drive, and with new machine guarantee, at.....$300.00

One 12 x 18 Craftsman Press with Automatic Feeder, and complete with all standard equipment including Motor, Long Fountain, Vibrator, Brake, and Counter.

One 12 x 18 New Series Chandler & Price Gordon complete with Miller Automatic Feeder Unit, Motor, etc. The entire equipment in absolutely first class condition.

Send for the new list of

Johnsonized Printing Machinery

showing a very complete line of standard makes of Drum and Two-Revolution Presses, Job Presses, and so forth.

C. I. Johnson Mfg. Co.

Independent Printers' Supply House

48-50 East 3rd St. 143-5-7 So. Wabasha St.

Saint Paul, Minnesota

"NPJ" ROUND TABLE
(CONTINUED)

apparently have more than their fair share of brilliant thoughts. But how do they get them?

"As a rule, ideas of the pure inspirational type are so scarce as to be phenomenal. Most of them result from the train of thought started by the seeing or hearing of something that some one else has done or said. The idea that finally evolves generally has little apparent relation to the thing that started it, often none whatever, but it never would have been thought of without the something that started a brain working.

"If this theory is a correct one, and experience bears it out pretty well, isn't it the part of wisdom to expose one's self to things that will start the mental processes?

"There are various ways of accomplishing this end, of course. Visiting other shops is an excellent way to come in contact with the ideas and accomplishments of a small group of men. Attendance at gatherings enables one to discuss problems with a larger group. Reading technical books and industrial periodicals opens a still wider field.

"All of these activities, and any others that may help one to keep his brain in good working order, should be indulged in unsparingly by the man who needs to have ideas in his business. And who does not?"

NEW GENERAL MANAGER AT WESEL'S

PAUL W. GARDNER, the new general manager of the F. Wesel Manufacturing Co., Brooklyn (soon to move to Scranton, Pa., and into a new large factory) was for nineteen years connected with the Eureka Specialty Printing Co., Scranton, and is an authority on purchasing, sales, factory management and other items. He started with the Delaware and Hudson Company, later becoming connected with three prominent coal companies of Scranton. For two years he was General Manager of the Pennsylvania Steam Engineering and Supply Company, prior to connection with Eureka. His public life has been a busy one as President of the Anthracite Typothetae; President of Scranton Advertising Club; an organizer, member of the Board of Directors and Secretary of the Green Ridge Bank; a member of the Chamber of Commerce, Tuberculosis Society, Irem Temple Shrine, Melita Commandery, Green Ridge Lodge of Masons and a Past Grand of the Green Ridge Lodge of Odd Fellows.

PAUL W. GARDNER

◈ ◈ ◈

TO MANAGE ST. LOUIS BRANCH

ANNOUNCEMENT is made of the appointment of H. W. Leeman as branch manager, St. Louis, Mo., of Charles Eneu Johnson & Co., makers of printing and lithographing inks. He succeeds Gilbert Jones, who has gone into business at Pittsburg, Pa. Mr. Leeman was assistant to Mr. Jones for two years, and is widely known in the St. Louis and southwestern printing and publishing field.

THE PROOF OF REPEAT ORDERS

TEXT AND LAYOUT in a recent publication by the Intertype Corporation, bears on the satisfaction evidenced by repeat orders for its typesetting machines. There is a list of customers of whom 87% have given repeat orders for Intertypes, and another, of large users, with an 88% record of repeats. A good line from the circular: "Business is Sensitive; It Goes only Where it is Wanted, and Stays Where it is Well Treated."

WESTVACO INSPIRATION FOR PRINTERS, No. 23

By WEST VIRGINIA Pulp & Paper Co. This issue covers "Ancient Sources for New Ideas," and is a special Italian Edition. It gives one a new appreciation of Italy's record in typography and printing arts.

NEW GENERAL OFFICES OPENED

SEAMAN Paper Co., Chicago, announces that the general

"—fills a long-felt want in our composing room"

SAYS THE SUP'T of the BALTIMORE SUN

Morning *Sunday* *Evening*

The Baltimore Sun

The A.S. Abell Company, Publishers

September, 1, 1926

THE MONARCH ENGINEERING AND MANUFACTURING COMPANY
Baltimore, Md.

Gentlemen: We take great pleasure in commending your Monarch Printer's Transfer Table with adjusting attachment. It meets every claim you made and fills a long-felt need in our composing room.

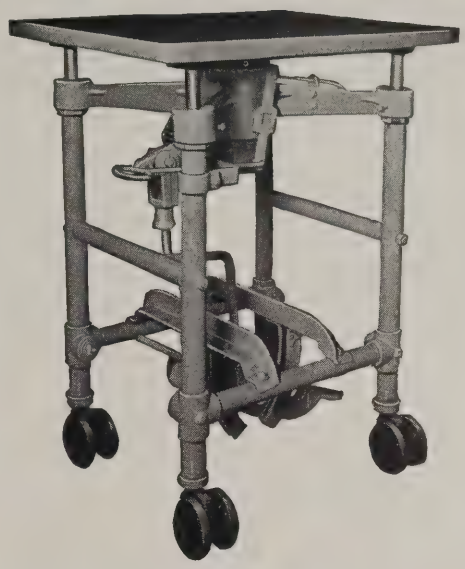
The possibility of converting all of our old trucks to this new elevating one, at a nominal cost, sounds good to us and we expect to do this at an early date.

The simplicity of the shifting mechanism practically eliminates the possibility of any mechanical trouble and is so easily shifted that the desired level can be reached to the fraction.

Our makeup men who have used various models declare that it is the best yet.

Very truly yours,
THE A. S. ABELL COMPANY
(Signed) Chas. H. Miller
Supt. of Composing Room

MONARCH Self-Lifting Truck-Table

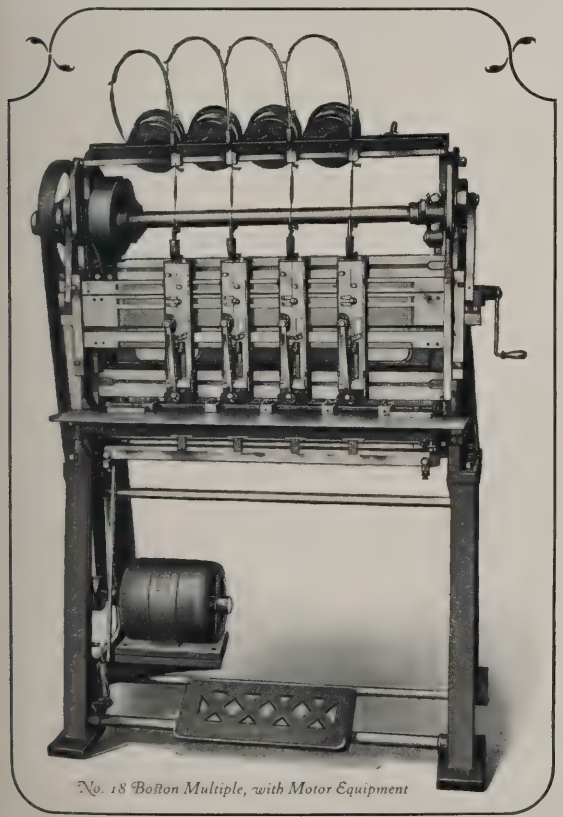


The Monarch Self-Lifting Truck-Table is just what composing room operators have been waiting for. With it, standing type can be transferred from stone to stone with safety and dispatch. It has an automatic lifting device that raises or lowers the table to the exact height of the stone. This is operated by foot-power, leaving both hands free. Large swivel rollersmake transportation smooth and easy. In convenience and economy of time it is worth many times its cost. Send for descriptive circular.

Monarch Engineering and Manufacturing Company

1206 AMERICAN BLDG. · BALTIMORE, MD.

BOSTON *Multiple Wire Stitcher No. 18*



No. 18 Boston Multiple, with Motor Equipment

SET IN MEMBERS OF THE CLOISTER FAMILY

Designed for tablet, blank book, check book, receipt book, and flat work of this character up to a thickness of one-half inch. *Maximum speed, 150 stitches per minute for each head.*

The regular equipment consists of four adjustable heads. Extra heads may be attached up to a total of ten. All are operated from one touch of treadle. Space between side frames, 33 inches; minimum distance between stitches, 2⅞ inches on centers. Wire No. 25 round to No. 20x24 flat. Special heads are furnished for No. 18 and No. 20 round wire and for box stay ribbon wire. Floor space, 26x49 in. All heads are automatically adjusted to thickness by turning one crank handle.

FOR FLAT STITCHING ONLY—*The No. 18 Boston Multiple Wire Stitcher offers those specializing in flat work unusual production economies*

GENERAL SELLING AGENT

American Type Founders Company

Sold also by Barnhart Brothers & Spindler, all selling houses

In Mexico and South America by National Paper and Type Company; in Canada by Sears Company Canada Limited, Toronto-Montreal

EXHIBITOR
GRAPHIC ARTS EXPOSITION
New York *Sept. 5-17, 1927*

1927 Press Room Economies

BOOK-NEWS BLACK — Pronounced by many publishers as the best Book-News Ink they have ever used It's made to suit the requirements of smaller newspapers and it's SO GOOD you can use it on a better class of printing.

This ink is shipped in steel containers, eliminating waste and leakage and the unpleasant GOBS of ink on the press room floor. You execrate these unpleasant conditions. We remedy them for you.

DITTO HALFTONE BLACK—A superior black for coated papers. Prints clean; sets quickly; dries hard.

1927 RED—A brilliant Red with bronze overtone. Suitable for all commercial work.

BRONZE BLUE No. 1—With a strong reddish metallic over cast.

FINE JOB BLACK—Adaptable to all Gordon work.

28 lb. Book-News Black	$ .18	$5.04
3 lb. Halftone Black	1.50	4.50
1 lb. 1927 Red	1.50	1.50
1 lb. Bronze Blue	1.50	1.50
1 lb. Fine Job Black	1.00	1.00
		$13.54

This Shipment to you prepaid for $10.00.

It's an economical buy from the point of quality and price. Try it! If you aren't more than pleased after a try-out we'll gladly refund your money.

You may increase or diminish the four job inks to suit your requirements.

News inks must be shipped in advertised quantities.

Dunham-Watson Co.

PRINTING INKS LITHO

638-44 SOUTH CLARK STREET

PHONE HARRISON 5859

Chicago

Branch Office:

MILWAUKEE, WIS.

Broadway 8576 368 Milwaukee St.

"NPJ" ROUND TABLE
(CONTINUED)

offices and all departments are now located at 411 West Ontario street. March 19 was "moving day."

LINOTYPE LIST NOW MAKES 218

A RECENT compilation by the Mergenthaler Linotype Co. shows that 128 newspapers had put into use the Linotype Ionic, No. 5. Thirty-four states were included, and nine in Canada; California, 12; New York state, 11; Oklahoma, 9; New Jersey, 7; Louisiana, 7; Virginia, 6. The record was made up early in March.

SAVING FOOTSTEPS, By Howard

THE HOWARD PAPER CO., Urbana, Ohio, is out with a folder on Howard Bond, White, Substance 20, showing how its use "promotes head work with Less Foot Work." It is a striking exposition of the value of proper forms, suitably made up, in business concerns, and has a lot of inspiration for the man selling job printing.

THOMAS S. HOMANS; "THIRTY"

THOMAS S. HOMANS, chief experimental engineer of the Intertype Corporation, New York, who passed on in February after a major operation, is sincerely mourned in a multitude of quarters in this field. In resolutions adopted by the Intertype directors it is pointed out particularly that in addition to his unique skill, "his personality was so attractive that each of his associates feels in his death a personal loss." It was his charming personality, especially when he exercised it with his creative ability in the interests of someone who sought help and counsel, which endeared him in many a printing and publishing plant over the country. A balanced combination of geniality, modesty, forcefulness and creative ability is none too frequent. How desirable it is, in our field! Mr. Homans will be missed. He was designing engineer of the Intertype since its inception in 1912, and highly educated professionally and spiritually. Fifty-one patents have been granted covering his inventions; he was a great contributor to the advancement and development of typesetting machinery and practice.—*J. L. M.*

+*THOMAS S. HOMANS*+

GEORGE F. PACKARD IN CHARGE

THE AMERICAN TYPE FOUNDERS CO. recently leased store, basement and first floor at 104-112 East Twenty-fifth street, New York City, and this reveals plans of the company to consolidate its New York City branches at that location, with George E. Packard in charge. Mr. Packard is widely known throughout the east, and comes from a family of master printers. He learned the trade at the Ellsworth (Me.) *American,* and entered the supply field in 1897. During seven years just passed he represented the A. T. F. Co. as production engineer.

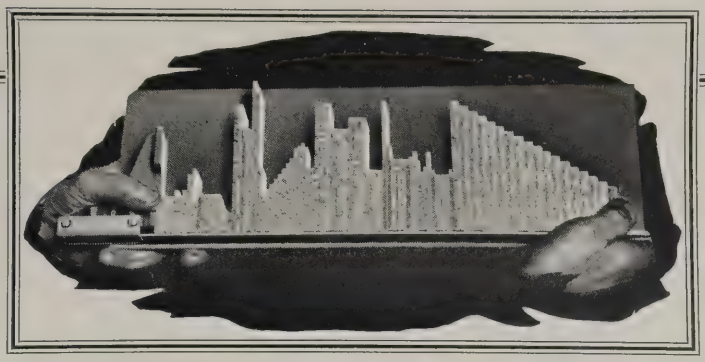
FACTS ABOUT THE MONOTYPE

A NEAT BOOKLET, containing bits of history of the Lanston Monotype, with chapters on the home offices and plant, versatility of the machine, something good on better typography, the basis for non-distribution, and the Monotype Family, to-wit, Typesetting Machine, Type and Rule Caster, Material Making Machine, Giant Caster, and Lead-Slug-and-Rule Caster. There is a fine birdseye view of the big plant at Twenty-fourth and Locust streets, Philadelphia.

RECENT DECISIONS ON PRESS QUESTION

ADDITIONAL ISSUE of the series with the foregoing title-line, by the Miehle Printing Press & Manufacturing Co., are at hand.

Can be adjusted not only to picas but to points



Saves floor saw delays—Increases production

Ready for Make-Up

Slugs Cast *and Sawed* at the Typecasting Machine

The slugs in this galley—varying in size as shown—were cut and sawed *automatically at the typecasting machine* by a Mohr Lino-Saw. This time-tested device cuts the slugs, regardless of size or measure, as they are cast. The operator merely turns the dial; the slugs fall to the galley cleanly and accurately sawed and *ready for make-up.* No assembler and vise jaw adjustments; no ruined mold liners, "squirts" or tight lines; no floor saw delays, with the ever present danger of bleeding the slugs. The Mohr Lino-Saw does the sawing and measuring *automatically and with unfailing accuracy.* No wonder that six of the leading newspapers in the country alone have a total of more than 145 Mohr Lino-Saws in operation!

Let us send you full details of this important device

MOHR LINO-SAW COMPANY
564-570 West Monroe Street, Chicago, Illinois

A turn of the Dial Mohr Lino-Saw Does it.
TRADE MARK

For Immediate Shipment at all Selling Houses

Printing Machinery and Supplies

Chandler & Price Presses
Paper Cutters
Colt's Armory Presses
Cutters and Creasers
Boston Wire Stitchers
Boston Staple Binders
Portland Multiple Punches
Golding Machinery
Challenge Mach'y Co. Products
Hamilton Manufacturing Co.
Wood and Steel Equipment

Kelly Automatic Presses
Lee Two-Revolution Press
F. P. Rosback Co. Products
H. B. Rouse & Co. Products
Type, Borders and Ornaments
Metal Leads and Slugs
Brass Rule and Metal Furniture
Numbering Machines
Ink Knives and Plate Brushes
Benzine and Lye Brushes
Galleys, Brass and Steel

AMERICAN TYPE
The Best in Any Case

American Type Founders Company

BOSTON
NEW YORK
PHILADELPHIA
BALTIMORE

RICHMOND
ATLANTA
BUFFALO
PITTSBURGH
CLEVELAND

DETROIT
CHICAGO
CINCINNATI
ST. LOUIS
DES MOINES

MILWAUKEE
MINNEAPOLIS
KANSAS CITY
DENVER
LOS ANGELES

SAN FRANCISCO
PORTLAND
SPOKANE

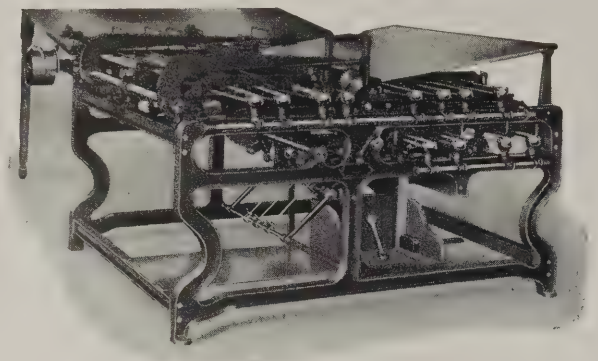
SET IN GOUDY CATALOGUE AND GOUDY CATALOGUE ITALIC

NEWSPAPER PLANTS

get efficient service from

Mentges No. 2 FOLDER

It is especially designed for newspaper and periodical work, representing a manufacturing ideal—*real folding machine service at minimum cost.*



The MENTGES NO. 2 NEWSPAPER and PERIODICAL Folder, as illustrated is accurate, efficient, easily adjusted and very substantial. It is very moderately priced.

Machine Sent on Thirty Days Trial

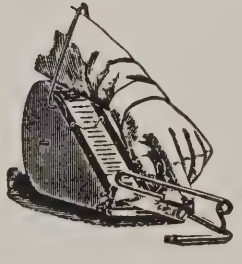
Write for Our Proposition

◎ ◎

The Mentges Folder Company

SIDNEY, OHIO

"Builders of Profitable Folding Machinery"



THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet

The Robert Dick Mailer

137 W. TUPPER ST. BUFFALO, N. Y.

"NPJ" ROUND TABLE
(CONTINUED)

It is a reprint of trade paper advertisements by the company showing the installations of Miehle Verticals, usually month by month. Accompanying are interesting letters of testimony by users. There is also a strong article by E. P. ("Dad") Mickel, Southeastern Master Printers' Federation, on "Machinery That Should be Junked," appearing in recent trade papers.

NEW CONTINENTAL SPECIMEN BOOK

With Contributions by Ralph Caslon of London, Eng., and others, the Continental Typefounders Association, New York, has just published an exceptionally tasty and handy specimen book. It is of particular interest to printers and advertisers, and devoted to continental faces, and some "Americanized." Among the faces displayed are "Eve", "Eve Italic", "Eve Heavy", "Vanity Fair", "Narcissus", "Lutetia", "Poliphilus and Blado", "Astree", "Greco Adornado", "Sylvan"—and some European ornaments—all very novel and artistic.

AUTOMATIC FILE & INDEX CO.

NEW FOLDERS show the complete line of metal office files, in use in many newspaper offices already, as now issuing from the factory at Green Bay, Wis. A factory branch and sales room has been opened at 130 Wisconsin avenue, Milwaukee. Features of the files emphasized in the promotional matter are easy coasting slides, safety drawer latch, automatic expansion, automatic compression. An attractive and interesting desk cabinet is shown.

GOSS SERIES Lets USERS "DO the TALKING"

AN INTERESTING selection of prints comes over the desk over the signature of the Goss Printing Press Co., Chicago, featuring the Goss Comet, and reproductions of letters received from users, many of them highly enthusiastic. There is a good lesson for the designer of advertisements and folders: Arrows and "fists" are used in a tasty way, pointing out certain features in the testimonial letters of special interest to printer:publishers.

EARNING POWER of CYLINDER PRESSES

A COMPLETE manual by the Dexter Folder Co., New York, giving the experiences of a considerable number of users, in adequate detail. Dollars and Cents, and hours, and all that, are arranged in a most striking manner for the interests of anyone trying to solve such problems.

WETTER NUMBERING MACHINE FOLDER

A NEW FOLDER gives a complete description of the Wetter devices and contains many good pointers for those who use numbering machines. The company is using the slogan, "The Good Numbering Machine".

LINOTYPE MAGAZINE, Vol. XVLLL, No. IX

THE ISSUE features the Cloister faces furnished by the Linotype company in striking ways. There are also a number of new border designs shown. A pick-up from the issue: "Effective Typography Means Good Type Faces Wisely Used." *Right!*

MANAGEMENT: ACCOUNTING

ANOTHER USE FOR MACHINE SLUGS

TRI-AD IDEAS for Printers: "Here's a thoughtful little stunt which an enterprising printer is using to keep his customers and prospects interested in him and his business. You might try it, too. From his mailing list he has each name set on a linotype slug. He sends out these 'individualized' slugs to the persons they represent. A pleasing message goes with them. To the printer a slug is as familiar as a square meal, but to those outside his craft it is a thing of curiosity and interest. It is sure to be prized by the recipient whose name it bears, and he is not likely to forget easily a printer's thoughtfulness in sending the token. The message, a small circular or folder, may tell interesting facts about modern composition and lead up to the selling point you wish to drive home."

A "DIFFERENT" COLLECTION LETTER

LOUIS H. ZIMMERMAN, Secretary Wisconsin Press Association, publisher Burlington *Standard-Democrat*: Here's's a collection letter that is a bit off the beaten track. It can't offend, and yet it has a peculiar, almost irresistible "pull."

"GENTLEMEN: Here is a pin. It isn't an ordinary common or garden variety pin, but a really and truly magic pin. It will

The New Model ROSBACK Foot Power PERFORATOR

Price for { 20-inch, - - $125.00
24-inch, - - 150.00
28-inch, - - 200.00
F. O. B. Factory

This is not a specially built light machine, but the Rosback Standard Sturdy up-to-the-minute Perforator, with inlaid tool steel die, steel stripper, music wire punches and micrometer adjustment table gauges. Also a SPECIAL FEATURE for close to the edge perforating.

DIE IS GUARANTEED TO CUT CLEAN FOR FIVE YEARS

F. P. ROSBACK COMPANY

BENTON HARBOR, MICHIGAN

The Largest Perforator Factory in the World.

Announcing a NEW LINE *of* STEEL LITHO *Certificates and Bordered Blanks*

The new line is composed of 16 styles including Certificates with the regular corporation wording upon them, open faced or blank body Certificates, Bordered Blanks, and a beautiful series of Common and Preferred Certificates.

A complete sample set is yours for the asking.

Be prepared! Have these beautiful new samples at hand for your next prospect.

So beautiful, so impressive, so inherently suggestive of value are these new Goes Blanks that they are certain to fascinate you—to win your immediate approval.

Each time you finger one, you will instinctively admire the beautiful cuttings of the engraver's needle, the sharpness and the detail of fine lithography, and the crackle and the enduring qualities of fine Goes Linen Bond paper.

This beautiful new Line of Blanks has been designed and produced to meet a persistent and constantly increasing demand for a line of ***Lithographed*** Stock Certificates and Bordered Blanks of exceptional quality—a line of ***Lithographed*** Blanks which will reflect the value of every issue printed upon them and the merit of every organization which uses them—***a line of Blanks high in quality, rich in appearance, yet reasonable in price.***

GOES LITHOGRAPHING COMPANY
41 West 61st St., Chicago (3826)

© Goes

ROCKAWAY

Automatic Space Band Cleaner

Cleans and assembles thirty space bands in approximately one minute under uniform pressure, applying graphite in just the right quantity. Keeps the sleeves true and produces better slugs. No more crushed matrices.

Machine Sent on Ten Days' Trial

If not found satisfactory you can return it at our expense. Write for one today.

The Rockaway Co.

3508 Wisconsin Avenue Milwaukee, Wisconsin

Here

—or we will tell you where to find it.

Don't waste a minute on any envelope doubt or puzzle. Write or wire Western States. This factory is like a giant stock file where every possible envelope requirement has been anticipated. Indexed. Ready at your finger tips—or we'll tell you exactly where to get it if such a thing is possible

Think of over twenty million envelopes made up—ready to ship—embracing over 600 styles, including hundreds of odd items treated as staples here when you perhaps believe they can only be had on "special" order.

Get our complete Price List No. 28—free—to keep as a complete envelope reference book.

The Western States Envelope Co.

South Water *from* Clinton *to* Ferry Sts. Milwaukee Wisconsin

"NPJ" ROUND TABLE (CONTINUED)

relieve you and us of bother and worry if you will use it to attach a check to this letter in payment of the statement enclosed. Please hurry, for we want to use the magic pin on another fellow."

NEW-OLD CONSOLIDATION IDEA

Wil V. Tufford, Inland Dailies P. A. Bulletin: "What seems to be a new style, but in reality is an old Inland fashion revived, is the consolidation of two papers as to the physical plants, but retaining the individuality of each as a publication. The Bloomfield, (Mo.) *Vindicator* and the Stoddard *Tribune*, political and business rivals, have consolidated their *plants*, and publish both papers from the same place, but keep them separate as to business and politics, just as distinctly as ever. They reason that something had to be done to offset the advancing costs of publication, so did it."

How's Your Fire Insurance?

From Recent Typothetae bulletins, local and national: "Fire insurance is a very important item in the carrying on of business. It is worthy of care and attention by every printer and should be carefully considered. In these days the premiums are high and seem to be growing higher every year. Let me just leave with you these three items:

1. *Read your policy.*
2. *Make an inventory.*
3. *Make a valuation or appraisal.*

"Then should you be so unfortunate as to have a fire you will be ready to definitely and legally state the damage and prove it in court if the insurance company declines to pay.

"It is very important in all insurance matters that the form of policy be written so as to make it plain not only to the mind of the insured, but also to the insurance companies, as well as to any disinterested outsider who may be called in to consider the question as to what is meant to be covered.

"Determine whether you desire to carry 80 or 90 per cent coverage on your fire risk. Secure an appraisal. Make this appraisal in duplicate and keep one copy in your safe deposit box in your bank along with your policy. Base your appraisal on replacement values. Deal only with high-grade insurance agents and companies. It is important that the rider covering the property insured completely describes or covers everything inside or outside of the premises, and that it also protects billed work, cuts, engravings, etc., belonging to customers. Consider the dollars put into your plant equipment equally as valuable as the dollars you put in the bank."

INCOME TAX; WHAT'S YOUR EXPERIENCE?

Southern Newspaper Publishers' Bulletin: Edmund Walker & Co., Chicago, writes the S. N. P. A. manager:

"Where a company lost money in 1925, it may deduct such loss from the profit of 1926 and pay tax on the net difference. For example, the 'M' newspaper lost $12,000 in 1925 and made $18,000 in 1926—it should pay tax on only the difference of $6,000. Further, where a loss was made in prior years—say 1923 or 1924—it should be deducted from all future years until such loss is absorbed. For example, the newspaper lost $50,000 in 1923, made a profit of $15,000 in 1924, a profit of $20,000 in 1925, a profit of $40,000 in 1926—the taxable income would be as follows:

Profit or Loss	Year	Taxable Income
Loss $50,000	1923	none
Profit 15,000	1924	none
Profit 20,000	1925	none
Profit 40,000	1926	$25,000

"The $25,000 figure is arrived at by adding together the profits of 1924, 1925 and 1926 and deducting the loss of 1923.

"It seems that very few publishers know this. The moment they make a profit they pay tax on it, and forget all about losses of prior years."

"GET-TOGETHERS" PAY WELL

One of the Really good features in management that George Purcell has put in force on the Bloomington (Ind.) *World*, since taking control of it, is to hold each Monday evening, a cabinet session with his employes. They check up the work of the previous week, and plan the present week's activities. They thus criticize the work that has been done, or neglected, and hear matters discussed before all, for the general good of the paper and plant. The *World* conducts a large commercial printing plant, in addition to publishing the daily. The circulation of the *World* has jumped forward steadily, and the city circulation is eighty-five per cent of the number of homes in the city.—W. V. Tufford, I. D. P. A. *Bulletin.*

$10.00 SIX WHEELS

COLD ROLLED STEEL CASE IS AN EXCLUSIVE FEATURE FOUND ONLY IN AMERICAN STOCK MACHINES
TOOL STEEL DROP CIPHERS
SOLID ONE PIECE PLUNGER
GUARANTEED

ALL STEEL NEW
AMERICAN
MODEL 64
NUMBERING MACHINE

100 Other Models for Flat Bed and Rotary Presses

American Numbering Machine Co.
224 SHEPHERD AVENUE, BROOKLYN, N. Y.
Branches: 123 West Madison Street, Chicago, Illinois
London and Paris

№ 123456
Fac-Simile Impression
Carried in Stock by American Type Founders Company and All Printers' Supply Houses.

PATENTED

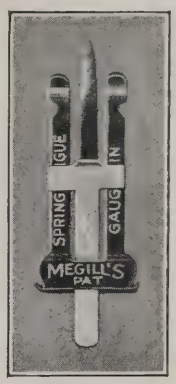
Reid Linotype Magazine Storage Rack

7 reasons why you should buy them

1—Holds more magazines in a given space than any other rack.
2—Valuable storage space above and below the magazines.
3—Size of rack to hold 11 magazines, width 34½ inches, depth 26½ inches, height 60 inches.
4—No moving parts, all iron and steel, will last indefinitely.
5—Magazines will not fall on floor.
6—No wear on mouth of magazine.
7—Price of 11 magazine rack, $105.

Write for full descriptive booklet

WILLIAM REID & CO., 537 S. La Salle St., Chicago, Ill.



MEGILL'S
GAUGE PINS
for Job Presses

Spring Tongue Gauge Pins, $1.80 doz.
Reg. U. S. Pat. Office.

Always uniform and dependable. We make many styles. Send for illustrated circular.

Sold by reliable dealers or direct.

THE EDWARD L. MEGILL CO.
EST. 1870
761 Atlantic Ave., Brooklyn, N. Y.

Dependability - Practicability - Durability - Value

The
Margach Feeder
for
Linotypes, Intertypes, Monotypes, Ludlows, Elrods

Eventually — Why Not Now
(With apologies to Pillsbury)

What other article is guaranteed for ten years against further cost than the $75.00 for a Margach?

And what other accessory to the type-setting machine can fill an entire news-paper page with agate lines of SATIS-FIED users?

Margach Manufacturing Co.
Incorporated
213 CENTRE STREET NEW YORK

FREE your $ $ $ from standing forms!

Millions of dollars in the aggregate, are tied up in standing forms. How much of your money goes to make up this total, and unnecessarily so?

If you have a standard job press, you are equipped to mold your own Certified mats from which you can make your own stereo-types upon a moment's notice.

If you are interested in saving yourself some money, and giving your customers even better service, our Certified Printers' mat proposition should appeal to you.

Certified Dry Mat Corp.,
338 Madison Ave.,
New York, N. Y.

Date.....

Gentlemen:

You may send us a sample of your Certified Printers' Mat, together with full particulars. There is no obligation on our part.

NAME.....

ADDRESS.....

By.....Title.....

WETTER

LOW PLUNGER
Numbering Machines

Can be "locked" in the form the same as type and sometimes with type — enabling you to Number and Print at one operation.

Will enable you to do your numbering quicker.

Will prevent your work being seen by competitors.

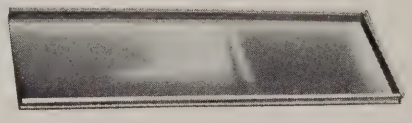
In every way more satisfactory than sending work out to be numbered.

ALL DEALERS

No 12356
FACSIMILE IMPRESSION

WETTER NUMBERING MACHINE COMPANY
Atlantic Ave. and Logan St. Brooklyn, N. Y., U. S. A.

"AMSCO"
ALL-BRASS GALLEYS



"Amsco" All-Brass Galleys are made of patent-leveled brass sheets of standard thickness, smooth and absolutely flat. The rims are of specially drawn channeled brass to fit the fingers and make lifting easy. The corners are interlocked and rims solidly riveted to bottoms.

Write Now for "Amsco" Products Catalog

AMERICAN STEEL CHASE CO.
122 CENTRE STREET, NEW YORK

4,000 Publishers Take Pride in Saying:

"I belong to the National Editorial Association," and they have a just reason for being proud of holding membership in an organization composed of the finest men and women in America. There is a satisfaction that comes from the heart in enjoying the friendship and acquaintance with your fellow workers. There is also satisfaction in doing one's part in a great constructive work beneficial to all the craft.

This Army of Contented Workers

is growing every day. And there is reason why. It is "Service and Savings". Help yourself and your profession by being one of the 2000 new members that are being enrolled. The membership is but $3 per annum.

Why not send your check today to

NATIONAL EDITORIAL ASSOCIATION
622-624 Merchants National Bank Building
ST. PAUL, MINNESOTA

"NPJ" ROUND TABLE
(CONTINUED)

COST FINDING PLAN IS STARTED

Oregon Publishers, attending the Oregon 1927 newspaper conference at the state university, voted to exchange business information through a new committee to work out a standard cost finding system. The committee includes Frank Jenkins, Eugene *Register;* Lee Drake, Astoria *Budget;* Edbert Bede, Cottage Grove *Sentinel;* H. L. St. Clair, Gresham *Outlook;* Edgar McDaniel, North Bend *Harbor,* and H. B. Cartilege, McMinnville *Telephone-Register.* Plans for an annual award of prizes for the best editorials appearing in Oregon papers was outlined by Hal E. Hoss, of Oregon City, secretary. Leslie Scott, son of the late Harvey W. Scott, of the Portland *Oregonian,* has offered an award for the best editorial each year, it was announced. A committee was appointed to work out plans for the publication of a book annually which will contain the ten best editorials selected from the Oregon press.

ANOTHER "CHAIN" OF NEWSPAPERS

S. E. Thomason, recently retiring from the general management of the Chicago (Ill.) *Tribune,* has bought the Tampa (Fla.) *Tribune,* the first of several newspapers he expects to acquire. *Printers' Ink* says that he has expressed his belief that the greatest opportunities of the future in the newspaper field lie in operating chains of papers. Mr. Thomason was attorney for the Chicago *Tribune* six years, became business manager in 1918, general manager in 1920, and vice-president in 1923.

SELLING JOB WORK

PRINTING SALES TAX IN CANADA

On and After February 18, 1927, all Canadian printers, publishers, lithographers and engravers pay 4 per cent sales tax, including plants doing less than $10,000 per annum. This is in accordance with the "Robb Budget" and the announcement of a 20 per cent reduction in sales tax.

SCHOOL PAPERS PRINTED AS "CHARITY"?

J. S. Smith, Belle Fourche (S. D.) *Bee,* at the recent state association convention, brought up the question of whether or not South Dakota publishers are printing school papers below cost. A committee was appointed, including Editor Smith, C. D. Byrne and John Craig, to make a report, which said, in substance: For a 4-page paper about $30 would cover composition, and a price of $40 for printing would be not amiss. The committee earnestly recommended that such jobs be put and kept on a business basis, cutting out the "charity."

CALL THIS "A CLEVER TIE-UP"

Using Strawboard as a protection in packing its products, a printing house in Wisconsin has the following on the board, facing the customer as he opens the package: "This strawboard was put in to stiffen up the package, to insure safe delivery of the contents. *Our printing* has the same effect on business. Use it to stiffen up your sales proposition and get results." The name and address of the printer follow.

NEW PAPERS

Black Rock (Ark.) Enterprise.
Hawthorne (Calif.) Journal.
Cope (Colo.) Courier.
Belleview (Fla.) News.
South Miami (Fla.) Sun.
Tallahassee (Fla.) Florida State News.
Wabash (Ind.) Citizen.
Bowie (Md.) Register.
Chicopee (Mass.) Herald.
Sweet Grass (Mont.) Twin Cities Promoter.
Madison (Neb.) News.
Huntington (W. Va.) Evening Herald.
Muscoda (Wis.) Leader-Press.
West Allis (Wis.) Herald.

STATEMENT of ownership National Printer-Journalist (Published monthly at Milwaukee, Wis.) as of April 1, 1927 Management. Publisher, H. A. Apple, 588 Menlo Blvd.; Editor, H. A. Apple, 588 Menlo Blvd.; Managing Editor, John L. Meyer, 1157 Murray Ave.; Business Manager, P. C. Treviranus, 1041 Maryland Ave.; Advertising Manager, F. L. Goulston, 1389 Downer Ave., Ownership Trade Press Publishing Co., Inc., List of stockholders holding 1% or more; H. A. Apple, 588 Menlo Blvd., Milwaukee, Wis.; R. M. Apple, 588 Menlo Blvd., Milwaukee, Wis.; F. L. Goulston, 1389 Downer Ave., Milwaukee, Wis.; P. C. Treviranus, 1041 Maryland Ave., Milwaukee, Wis. Known bond holders, mortgagees, etc., None. To the best of my knowledge and belief the above is a true statement of ownership, management, etc., as required by the act of August 24, 1912. P. C. Treviranus, Business Manager. Sworn and subscribed before me this 24th day of March, 1927. B. H. Boettcher, Notary Public. My Commission expires March 15, 1931.

National Printer Journalist

Volume 45 Number 5

JOURNALISM LIBRARY
Not to be taken from this room

May 1927

5 cents per copy

2 a year

The Open Season for OPEN SPORTSMANSHIP

THE GREAT Outdoors calls again. Many may now renew acquaintance with the greatest art and skill of Civilization—which always thrives better in the open than in places or hearts that are somber and tight : : : : : : : : : : : : : : : : :

TRUE SPORTSMANSHIP is just as sure a recipe for real success in publishing and printing as in any other field : : : : : : : : : : : : : : : : :

WEBSTER'S says Sportsmanship means "to be fair and generous, a good loser and a graceful winner." So, it refuses to neglect "my side", but it doesn't forget "his side", either! It means "Study and Know." It can't be bestowed; Sportsmanship must be adopted! : : : : : : : :

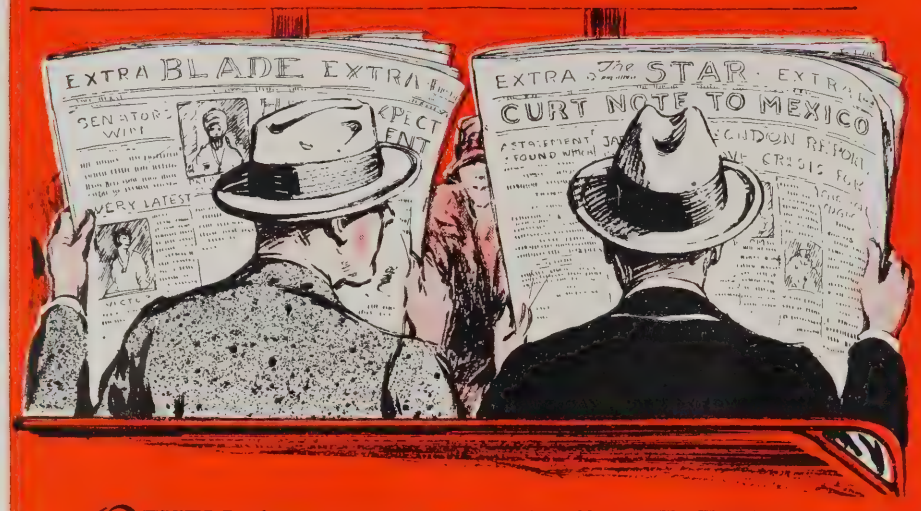
JOHN L. MEYER

pyrighted

ublisher:Printer Experience Exchange

Published Monthly by TRADE PRESS PUBLISHING CO., 129-135 E. Michigan St., Milwaukee, Wis.
Entered as Second Class Matter, Milwaukee, Wis., Jan 30, 1922, under act of Congress, March 3, 1879.

"This paper doesn't say a thing about it—must have been scooped"



The reputation of your paper depends upon getting news on the street while it's still "news"

C-H Conveyors enable you to get late news on the street FIRST

OFTEN times it's "association" stuff. Both papers start from "scratch"—yet one has it on the street first. What is it that enables one paper to "beat" the other?

The news-gathering staffs, the composing rooms, the press rooms may all be the same from the standpoint of efficiency. Yet the one paper gets the news on the street first.

The difference lies in the time gained between the presses and the delivery tables. The paper that gets the news on the street while it is still "news" is pretty apt to have installed Cutler-Hammer Newspaper Conveyors. Right off the presses they come in a steady stream. Up—overhead, around corners, through a ceiling or wall—as fast as the presses turn them out the C-H Conveyor puts them on the delivery or mailing tables.

C-H Conveyors push the deadline back—enable you to get later news in every edition—enable you to beat competition. It means reputation—more public confidence—greater circulation—more advertising. Considering how vital it is, can you afford not to investigate?

C-H Conveyors take the papers off the press in a steady stream and lay them down on the delivery or mailing tables

The illustration shows the C-H Conveyor in the Elizabeth Daily Journal, Elizabeth, New Jersey. Circulation, 24,408. Note also the C-H Push Button Control mounted on the press.

There is a C-H *Press Control for every type of press in your plant. Tell us the equipment you have and our engineers will make recommendations that will enable your paper to utilize the full value of news.*

The CUTLER-HAMMER Mfg. Co.

Pioneer Manufacturers of Electric Control Apparatus

1223 St. Paul Avenue

MILWAUKEE, WISCONSIN

CUTLER C-H HAMMER

Newspaper Conveyors

National Printer Journalist
(Copyrighted)

Established 1883 as The Printer and Publisher
Published Monthly by TRADE PRESS PUBLISHING CO., 129-135 E. Michigan St., Milwaukee, Wis.
H. A. APPLE, Publisher and Editor
F. L. GOULSTON, Advertising Manager PAUL C. TREVIRANUS, Business Manager
Branch Offices in Leading Cities:
CHICAGO—L. M. Carroll, 743 Webster Bldg. NEW YORK CITY—C. M. Garrett, 299 Madison Ave.
DETROIT—D. L. Prouty, 507 Hofman Bldg. ST. LOUIS—C. A. Schulenburg, 509 Security Bldg.

"NPJ" SUBSCRIPTION RATES:
In the United States,
Canada, Mexico and Cuba,
$2.00 per year
Single Copies - - - - 25 cents
Foreign Subscriptions: $3.00 per year

JOHN L. MEYER
Managing Editor, "NPJ"
Associated Staff
H. J. LARKIN, E. C. KRATSCH
GEO. A. JUST

Vol. 45 Milwaukee, Wis., May, 1927 No. 5

The BLACKS, of FARGO, GET THEIR WISH

Some Practical Ideas Gathered in a New Plant, Running Evening, Morning, Sunday

By JOHN L. MEYER

THE BLACKS, up in Fargo, N. D., have had their wish come true, for a new, really efficient plant. That's because the wish was backed up in characteristic Blacks' fashion—working like the dickens.

NORMAN B. BLACK
President & Publisher

So, this introduction doesn't mean, not in the least, that this is going to be a sentimental sort of a story. It means, this is a "practical experience story" of the *"NPJ"* type.

That practical sentiment and insight is an important ingredient in the "success formula" of the Blacks at Fargo, is illustrated by the fact that the special edition announcing their new plant had a front cover in black and red which is one of the prettiest and tastiest pieces of newspaper printing ever done in America. It must have cost a real piece of change. Such things are worth doing well. Under the seal of the state in colors, and under the picture of the building in colors, appears this (hand-lettered): *"NEW HOME OF The FARGO FORUM: The Greatness and Glory of a State are Reflected in its Newspapers : : Since its Foundation, the Fargo Forum has Served as such a Mirror for North Dakota : : With its Faith Deeper than Ever, it Re-Dedicates itself to that High Purpose, Secure in the Knowledge that North Dakota is Great among the great Commonwealths of the Northwest, and Confident that Both will Grow and Develop as Never Before."*

The building is three stories, over a full basement, and is of fireproof construction, faced with light brick. It is 65 feet wide and 140 deep. Its occupancy was marked by the initial use of extensive new equipment, doubling the former page capacity and tripling the speed of delivery.

Norman B. Black is president and publisher; Norman D. Black general manager, and H. B. Paulson, secretary and editor, of the Fargo (N. D.) *Forum*, morning, evening and Sunday.

NORMAN D. BLACK
Treasurer & General Manager Fargo (N. D.) Daily Forum (Evening, Morning, Sunday)

SO designed as to bring the utmost of efficiency, the composing room of the new Fargo *Forum* plant is modern in every respect. The news editor sends his copy to the composing room by simply turning in his chair and placing the edited copy on a shelf, separated from the composing room by a sliding glass door. The news copy then goes to the copy cutter's desk, to be sorted and cut in takes for the run of the hook. Spindles are used for this purpose. The dump man proofs and puts heads on all stories and classifies them for their respective places in the paper, ready for the makeup man.

A chute leading from the advertising department on the mezzanine floor carries the "ad" copy to the composing room. In the composing room, pigeon holes are provided for the days of the week. The adman lays out most of the machine

FARGO (N. D.) FORUM HOME, RECENTLY DEDICATED
— Special Night Photograph Made on Date of Opening —

composition and then places the copy on the daily hook with the machine type, in the order as the copy runs the hook. The compositor takes the copy and machine material at the same time, proofs the advertisement and places it on the receiving table, where the makeup man has ready access to it from the opposite side of the table.

The composing room is so laid out as to be of greatest efficiency. The type-setting machines which set up the news material are located on one side of the room, while those handling the advertising material are on the other. The "turtles" on which the pages are made up, are in the center of the room.

The stereotype department is placed immediately at the end of the make-up alley and "turtles" have but a few feet to travel before and after the forms are molded. In succession a trimmer, packing table, scorcher and Autoplate machine are used in the stereotyping. From the end of the autoplate machine the completed plate is put on a plate dropper and sent to the press room.

The composing and stereotype departments are, practically, one large room, being separated only by hanging partitions.

THE Fargo *Forum* building is not beautiful in the sense that one uses the word to describe light, fragile things. Instead, the building is typical of the State of North Dakota. It has the rugged strength and beauty of the plains. It is a symbol of openness, or dominance, of a constant striving for higher things; like North Dakota herself.

The entire structure is supported by isolated footings varying in size from 8 to 12 feet square of reinforced concrete four and five feet thick. The superstructure consists of reinforced concrete columns and beams supporting concrete floors, brick walls and tile partitions. The footings and columns were designed to sustain the load of five stories—two more than the present height of the building. The Blacks are ready today to meet any reasonable demand for a bigger plant, whenever it may come—and, it will come!

"AS YOU FIRST COME IN"
Inside of Main Entrance of Fargo Forum's New Home

PASSING through the doors, one finds an arched hall leading to the business office. To the left of the stairway, overhead, is an ornamental plaque, done in appealing colors. It is the impression of the world encircled by a band of newspapers. The newspaper *is* kin to the whole world.

The rich, warm beauty of Italy rises from all sides as one enters the business office. The wall texture is Italian travertine in warm tints of yellow, cream and brown with a slight variation in the different stones.

At the base of these beautiful walls is a Bachelder tile wainscot in light brown, blue and green shades—colors which blend into the travertine shades without a hint of discord.

The window openings are ornated with ropelike ornament carried up on the two sides and across the top, and terminated at the corners and base by moulded terminals. The top of the walls is finished with a Mosaic band, carried around the entire room, its blue and green tints blending it to the ceiling. The walls and the window openings are pleasantly brought together with Venetian wood blinds. Elaborate, Italian period lamps, hanging from the ceiling, add the final touch to the entire effect.

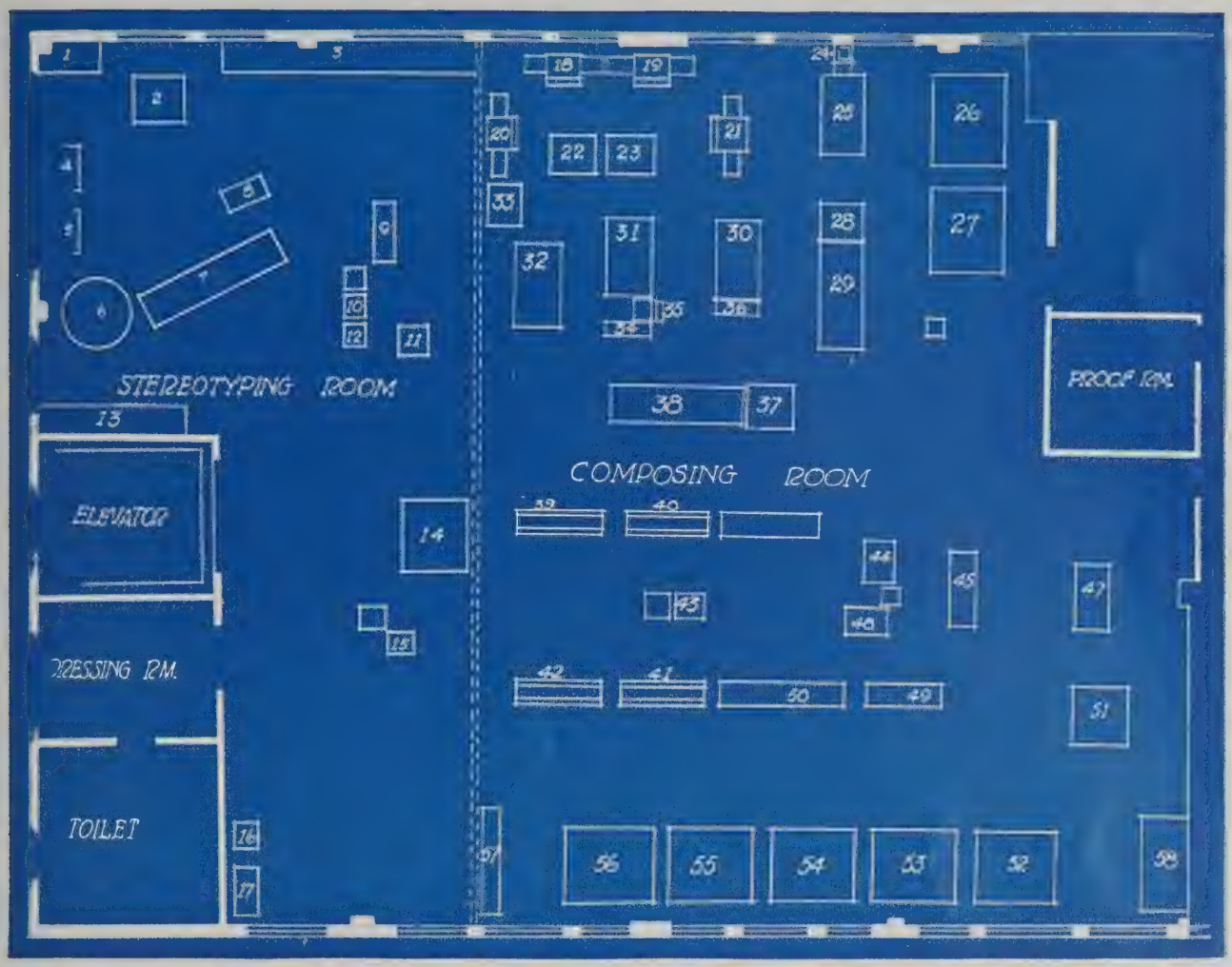
Directly in front of the main entrance is a three sided, steel counter, housing the files of the bookkeeping, advertising and circulation departments. The lobby thus formed by the counter provides ample space. Entrance to the business office proper is through swinging gates at either end of the steel counter.

At the right are the desks of the circulation department; directly in front are the desks of those who do the clerical work for the advertising department, while to the left are the bookkeeping and accounting departments.

IN the hall that separates the business office from the street are stairs leading to the editorial rooms. The editorial rooms can be reached from either the main entrance or the side entrance without passing through any other department.

Entering the editorial offices on the second floor, one finds a lobby, about 18 by 10 feet in size, formed by a long steel counter at the front, swinging gates at the left and by the entrance to the editor's office at the right. At the counter, files of The *Forum* may be examined. The editorial and composing departments adjoin.

The basement, containing the press room, has a balcony with big glass windows, so that the operation of the big Goss is visible. The press rests on a reinforced concrete



COMPOSING & STEREOTYPING ROOMS, FARGO (N. D.) DAILY FORUM

—LAYOUT BY ENGINEERING DEPT. AMERICAN TYPE FOUNDERS CO.—

KEY TO LAYOUT : : : : :

1—Work Bench
2—Goss Saw and Trimmer
3—Work Bench
4, 5—Flat Casting Boxes
6—Goss Metal Pot
7—Wood Pony Auto Plate
8—Goss Finishing Block
9—Capital Plate Dropper
10—Goss Mat Scorcher
11—Mat Trimmer Table
12—Gas Heated Packing Table
13—Iron Top Pig Casting Bench
14—Goss Heavy Duty Mat Roller
15, 16—Mat Storage Box
17—Wood Humidor
18, 19, 20, 21—Ludlow Mat Cabinets
22, 23—Ludlow Casters
24—Capital Lift From Display Ad Dept.
25—Ad Foreman Desk
26—No. 14 Linotype Adv. Machine
27—CSM Intertype Adv. Machine
28—Miller Saw with Guard
29—Ad-Dump with Overhead Bank
30, 31, 32—Double adv. Compositors Cabinets
33—Miller Saw with Guard
34—Special Steel Slug and Rule Storage Cabinet
35—Galley Rack for Cast Border
36—Special Steel Base Cabinet
37—Vandercook Proof Press
38—Adv. Receiving Table
39, 40, 41, 42—Overhead Banks with Make-up Turtles underneath
43—Special Steel Base Cabinet
44—Head Letter Cabinet
45—Copy Desk
46—Capital Lift From Classified Dept.
47—Superintendent's Desk
48—Wesel Proof Press
49—News Dump
50—News Receiving Table
51—Linotype; Classified and Markets
52—No. 5 Linotype
53—CSM Intertype Head Machine
54—B Intertype
55, 56—No. 1 Linotypes
57—Coat Rack

All Composing Room Furniture Hamilton Steel, from American Type Founders Co.

foundation capable of supporting the 75 ton machine, and also to take care of the added load caused by the motion of the press when in operation. No portion of the building rests on this.

The mailing and newsboys' rooms are in the basement, adjoining the press, and in the rear. Boys don't have to stand in the street to wait for papers. The *Forum* has basement storage space for 18 carloads of paper, and there are large basement vaults for files and records. It is the practice to keep extra papers of each issue for one year, after which only the bound volumes are kept. Steel shelving is provided for this. The *Forum* has a "no premium" rule.

Spacious rest rooms for girls are provided, including a fine parlor. The third floor of the building houses the state headquarters of the Northwestern Bell Telephone Co.

THE Fargo *Forum* is direct decedant of a line of papers reaching back to 1874 and a wooden shack. The *Express* was the name, it succeeding an "Express" printed at Glyndon, Minn., and distributed at Fargo, following an offer of the

Spirit of North Dakota Plains is Typified in Home of Fargo "All-Day" Paper; Fine Workmanship Evidenced

A. W. OLIVER
Superintendent, The Forum

Wells-Fargo Express Co. to bonus a publisher $500 for coming into Fargo.

In 1875 E. S. Tyler established the Fargo *Mirror*. That same year E. B. Chambers, publisher of the Glyndon *Gazette*, moved his plant to Fargo, bought out the *Express* and the *Mirror* and consolidated the three under the name of the *Times*. In 1878, Maj. A. W. Edwards and J. B. Hall established the *Republican* and absorbed the *Times*. Maj. Edwards later started the *Argus*, and then the *Forum*. His colorful activity in the northwestern newspaper field will never be forgotten. James J. Hill of Great Northern Railroad fame, helped him finance the *Argus*. After a fire in 1886, Maj. Edwards' interests passed wholly to Mr. Hill. There were a lot of changes after that. F. L. Gage, Col. C. A. Lounsbury, W. F. Cushing (now owning the Beach *Advance*), R. D. Hoskins, J. J. Jordan, Thomas Hall (now congressman) and others had a hand in the enterprise. In 1912, the paper passed into control of J. P. Dotson. He incorporated the Forum Publishing Co. in 1917, and later sold out to the Blacks.

The *Forum* press, a 72,000, 12-page Goss high speed rotary web, has Cutler-Hammer Control. The special edition of the *Forum* anent its new building paid special tribute to this press and the Goss Co., giving a history of the concern since its beginnings in 1885. The special edition gave interesting historical facts about the comparatively new but picturesque Dakotas.

PECULIAR problems are likely in a single plant publishing a trio of evening, morning and Sunday editions. Some papers have attempted the "24-Hour" plan, running news and ads through a full day's course, eliminating the matter which has completed its 24 hours from edition to edition. The writer of this can testify—having worked on a metropolitan paper of this type as the head of the editorial department during a considerable period—that the plan is an excellent training for the memory, a plan that cannot be worked out 51 per cent, and one that is not fitting in this day and age of keen competition and rapid news gathering.

Norman D. Black, general manager of the*Forum,* said: "Inasmuch as we have practically no duplication, each of our editions is handled as a separate newspaper. The night force is much smaller than the day force, all the special and extraordinary material being handled by the larger day crew. Practically all of the advertising runs through both morning and evening editions, and the majority of it is set during the day. News matter from the afternoon paper is boiled down and used in the morning edition, with the addition of new wire stuff, sports and spot news."

H. D. PAULSON
Forum Secretary & Editor

1927 ANNUAL of the N. E. A. OMAHA June 12 :

By HERMAN ROE
President

SEVERAL factors are at work to make the forty-second annual convention of the National Editorial Association, scheduled for Omaha the week of June 12, an outstanding meeting.

INTEREST in efficient, business-building organization effort seems to be keener than ever in the publishing field at this time. This has been manifest in the encouraging interest taken by publishers in state and national newspaper associations in recent months. This is the logical harvest of the seed that has been sown through the trade press, state press association bulletins and at state, district and county meetings.

HERE is another factor that warrants the prediction that the Omaha meeting will bring together the largest group of newspaper publishers ever assembled under the banner of the N. E. A.—or any other banner:

Omaha is not only the center of the food basket of America but it is located in the center of the National Editorial Association's membership strength. The states of Minnesota, Iowa, Nebraska, Kansas and the two Dakotas have always been leaders in supporting the N. E. A. In the effort this year to add 2000 new members to the N. E. A. roster these states were among the first to complete their quotas. Iowa has almost doubled its quota! And the state where the tall corn grows is supposed to be in a "down in the mouth" mood due to an agricultural depression!

These states will send large delegations to Omaha in June to swell the ranks of the publishers from all the states of the union. Illinois, Michigan, Wisconsin, Indiana, Ohio, Missouri, Oklahoma and the other states in the heart of America, where 50 per cent of the 11,000 country weekly newspapers are to be found, will be well represented.

PROGRAM features to be announced later and the ten day educational tour through Nebraska and the scenic Black Hills of South Dakota following the convention are other factors which will swell the attendance at Omaha to record-breaking figures.

Horace Greeley gave sound advice when he admonished the young men of his day: "Go West."

The 1927 version of that slogan as it applies to newspaper men and women from every section of the country is: "On to Omaha in June!"

Maybe You've Asked, Sad-Like, "IS There Any REAL FIGHTIN' BLOOD In Printer:Journalists?" Now Read This

A Joke That Inspired a "Show Me" Publisher to Build and Run a Hull-Dinged, Snortin' Railroad

By EDGAR WHITE
Macon (Mo.) Republican

ONE of the best stories that developed during the winter meeting of the Northeast Missouri Press Association at Shelbyville, was about a newspaper man who got riled up over a funny story about the muddy roads in his county, and promoted the building of a railroad as an answer.

Along in the nineties Joe Doyle, then, as now, an intensely public-spirited man, was publishing the Shelbyville (Mo.) *Shelby County Herald*. Doyle was proud of his paper, of his town and of his county.

THERE appeared a thorn in the flesh. Shelbyville, though a county seat and a place of importance, was an "inland" town; and, there were eight weary miles of highway between Shelbyville and Shelbina, on the railroad; and for seven or eight months in the year this highway was out of commission on account of *mud!* What little carrying there was had to be done by men in gigs or on horseback.

A well-known Macon lawyer had some legal matter to look after at Shelbyville. His client had given him a ten dollar fee for what he supposed would be a few hours' work.

The lawyer made it on the train to Shelbina, where he tried to get conveyance to Shelbyville. But the roads were so bad livery men wouldn't loan him a horse. So the lawyer walked it, eight miles there and eight miles back! All for ten dollars!

After sleeping over it at home, it struck the barrister as a funny story. So next morning he related his experience to Joe Heifner, then editor of the Macon *Times*. The two got up a humorous article about Shelbyville-in-the-mud, and how they had to make tallow candles and use substitutes for coffee and groceries when the roads were not "navigable."

WHEN Joe Doyle got that story he was mad. The *Herald* printed a vigorous come-back at "people who talked about their neighbors."

Later the editor reflected over the situation. It was *true* Shelbyville was marooned many months in the year. People outside, who lived on railroads, were always saying funny things about the "shut-ins." Doyle got the *Herald* up to a circulation of 3,000 in a town of 800. He did it by making the *Herald* a strictly local paper. It practically covered the county. Every farmer at some time or other had been "in the paper," and was its loyal friend. The *Herald* had an influence extending to every town and township in the county.

The method of making a strong, influential paper out of the *Herald* was one of his own. First, the editor spoke frankly. No questionable matter could get in for love or money. On Saturday afternoons Mr. Doyle's "place of business" was the public square and in the court house. That was farmers' day.

He became acquainted with them all and called them by their first names. When he met a man he interviewed him. What a Tiger Fork farmer was doing with his pigs and sheep was of more importance to the *Herald* than what some senator or governor said about the Philippines. These little interviews were printed on the first page, without heads. They made six solid columns every week.

They were *not* "personals." That was incidental. In each item was a farm story of interest—what the farmer was planning or doing. That page of little farm stories made a wonderful hit among the people of the Herald's territory, and they were eager to subscribe.

Then Mr. Doyle attended stock sales, picnics and public meetings of all kinds. He became so well acquainted he didn't have to do much soliciting. The people came to him to subscribe and renew. Sometimes the editor came home with fifty new names in his notebook.

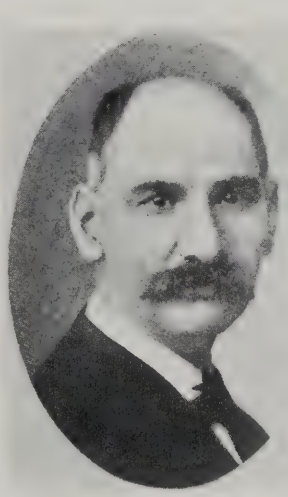
The subscription list grew until it was a hard tax on the hand-fed cylinder press to get the edition out on time. And with this came advertising in generous measure.

Mr. Doyle had at hand a powerful instrument for putting through any object he thought good for the people.

FOR over half a century the people of Shelby county had talked of a railroad to Shelbyville, without result. Joe Doyle decided he would

"At Heart the Great Majority of People are Sensible & Right"

SAYS



JOE DOYLE
Publisher Shelbyville (Mo.) Shelby County Herald

SPEAKING on "The Purpose of the Newspaper," at the Northeast Missouri Press convention, held at Shelbyville early this year, W. Laurence Dickey, publisher of the Kansas City *Journal-Post*, said:

"In addition to its duty to present the news, the purpose of the newspaper should be to express the worthy hopes and ambitions of its community, and to aid in their realization."

capitalize the influence of the *Herald* and build that railroad!

The *Herald* began to talk about a home-built railroad. How it would increase land values, enable the farmer to ship stock and get supplies whenever he wanted. How it would keep the merchants in stock, bring in coal, oil and food supplies, and afford a quick means for the people to come and go.

Slowly but surely the sentiment developed. The best people were won to the enterprise, and wrote letters to the *Herald* endorsing it.

Finally there was a meeting. The Shelby County Railroad Company was organized and *Mr. Doyle was elected president!* Then he went to work in earnest. The *Herald* was full of the plans, and of the benefits of a railroad. Stock to the extent of $100,000 was subscribed, and building operations started.

Many subscribed on the condition the road would be in operation by January 1, 1907. By calling for volunteers on construction and working day and night, the road was built and the first train run over it a few days before the time limit.

The road was a success from the start. It now has three locomotives, plenty of rolling stock and has been extended up into Knox county. It has added thousands of dollars to the land values of each county, and developed the inland towns in lively, modern places.

THIS is how Mr. Doyle sizes up the gentleman with whom we touch elbows every day, the man in the street:

"People are inclined to be notionate and at times they may seem to wander in curious by-paths of reasoning, but at heart the great majority are sensible and right, and when you place before them a practical line of endeavor in the right way you can count on their approval and support."

AND Joe Doyle and the *Herald* did it. That's what they said in Shelbyville when telling the story to the members of the press association.

What about that lawyer who made fun?

He ran for congress, Joe Doyle and the *Herald* supported him, and he was elected by a rousing majority in the district. He is still in congress. M. A. Romjue is his name. And Joe Doyle is there with him, his efficient and t r u s t e d secretary.

BAD LUCK is so easily offended that it simply won't hang around a person who doesn't believe in it. —HUBBARD.

SOME persons' sense of superiority rests on a refusal to expose themselves to a test.—FORBES.

IS YOUR MAMIE SO FRIENDLY, TOO?

Newspaper and Printing Plant Reputations Are Sometimes Made or Lost in Places We Forget About in the Press of Life

By FRANK THAYER

Author of the New Book, "Newspaper Management"

"YEAH, HELLO! Who dja want? Who? Mr. Black? Sno one here by that name." *Click.* : : "Oh—hello! Who? Who hung up in your ear? : : Aw, go cook a radish. : : You wanta what? : : You wanta give an ad? Well, why didn't you say so before? What's the matter? Did you promise to keep it a secret? Just a minnit. : : *The line is busy—you'll have to wait a minnit.*"

"Hello, Sadie. Were ya gettin' tired of waitin'? Oh, some dizzy dumbbell on the line wanted to give an ad and didn't know enough to say so. Yeah, I guess he thought I was a Ouija board and could guess. : : Wait a minnit."

"THE LINE'S STILL BUSY!"

"Say, Sadie, how about goin' to Dreamland tonight? Gee, they have swell dancers there and the music

NEWSPAPER WRAPPERS : : and The U. S. POSTAL LAWS : : : :

NATIONAL
PRINTER-JOURNALIST
Milwaukee, Wis.
Office of Managing Editor

MARCH 23, 1927.

Harry S. New,
Postmaster General,
Washington, D. C.

DEAR MR. NEW:

I ENCLOSE a clipping from a Florida Press Association Bulletin. *"NPJ"* has published a number of articles showing how newspaper men are using the space in their newspaper wrappers for various purposes—advertising their newspapers or their towns, for instance.

The clipping leads me to wonder if some such advertising on wrappers is not illegal, and I would be very glad to have something from you or one of your assistants covering this matter, so that publishers and printers will know exactly what they can do or cannot do—provided that you believe it is worth while to do so.

The matter contained in the clipping was quite new to me and I have never hesitated to publish interesting examples of imprinted wrappers. I would like to know just what the situation is, so that I can handle my editorial matter according and, if necessary, inform the publishers and printers who read our magazine. We cover the entire United States and Canada.

Cordially yours,

National
Printer
Journalist

JOHN L. MEYER, *Mg. Ed.*

POST OFFICE DEPARTMENT
Third Assistant Postmaster General
Washington

APRIL 12, 1927.

"National Printer Journalist,"
129 Michigan Street,
Milwaukee, Wisconsin.

GENTLEMEN:

IN further reply to your communication of the 23d *ultimo,* with reference to matter that may appear on wrappers used for mailing copies of publications at the second-class pound rates of postage, you are informed that in addition to the name and address of the person to whom sent the wrappers may bear, if the publishers so desire, the title of the publication and the name of the post office of entry, a notice of entry as second-class matter, a pledge for the payment of postage for forwarding or returning, index figures of subscription book—such, for instance, as the expiration of subscription — the words "S a m p l e Copy," when the copy is such in fact, and the words "Marked Copy," when the copy contains a marked item or article. It is not permissible for the wrapper to bear advertisements of any kind.

When envelopes are used as wrappers they must bear in addition to the name and address of the person to whom sent the title of the publication and notice of its entry as second-class matter.

In this connection your attention is invited to sections 426 and 434, Postal Laws and Regulations, which may be consulted at any post office.

Sincerely yours,

R. S. REGAR,
Third Assistant Postmaster General.

is so hot it sizzles. I met the cutest little guy there last Sunday and told him I'd see 'im tonight. He shakes a mean Airdale. : : Sure he's got a boy friend. : : Oh, yeah. He's easy to rest yer eyes on too. : : Wait a minnit."

"Who ya waitin' for? Who? Oh, yeah. Why did you have to wait so long? How do I know? I'm not runnin' this newspaper."

"Yeah, hello, Sadie." *

THUS was the conversation of Mamie, the "News-Tribune" telephone operator resumed with her G. F.,** Sadie, while the agency contact man with a 100,000 line contract with the "News-Tribune" in his pocket was trying to call Mr. Black, the national advertising manager.

This little story has its moral, which is not necessary to be pointed out. The incident was only another to prove that the approach to the "News-Tribune" officials through the medium of the telephone was far from an easy one. For obvious reasons, the actual name of such a newspaper could not be disclosed and so the hypothetical name of "News-Tribune" has been employed. *However,* if the reader will notice some of *his* telephone conversations with newspapers, advertising agencies and special representatives the next time he is in New York or Chicago, he can easily find out for himself the organizations that value courtesy highly and those that do not.

The trouble with discourteous telephone treatment on the part of switchboard operators or clerks in newspaper offices does not do so much direct harm with those who want to place large-sized contracts, but with the small advertiser or the prospective want-ad user, discourtesy on the part of the newspaper is disastrous. The average American man or woman does not like to be treated like a lizard and made to feel that he or she has no reason for living.

Perhaps more than any other enterprise the newspaper depends upon service and good-will for its existence. It supposedly breeds the spirit and value of good-will, yet when it neglects to enforce the rules of common courtesy in its relations with others over the telephone, it is denying some of the very principles for which it necessarily must stand in order to maintain reader confidence and a satisfactory balance sheet.

IN contrast to the hypothetical case just cited, the case of a large banking corporation may be noted. The operators are all especially trained so that a pleasing telephone voice is developed. *A girl who can not stand up under the requirements as to voice pitch, tone and courtesy is not employed.*

The work of W. E. Mcfarlane of the Chicago (Ill.) *Tribune* is worthy of emulation in any newspaper office; although, of course, publishers of smaller city or country weekly newspapers cannot afford the expensive training enforced by the Chicago *Tribune,* which has an instructor to train its want ad takers, especially in voice requirements, courtesy and service to the caller. Whether this all is justified may be realized by the fact that the Chicago *Tribune* has one of the largest want ad departments in American newspaperdom.

It is an economic principle that the *farther the employe is away from the publisher, the less likely the employe is to handle business for the best interests of that employer.* There arises, consequently, the administrative necessity for proper instruction and supervision of employes. They are the representatives of the newspaper and to a considerable extent the newspaper is judged by them.

A story may better illustrate the effect of this representation. Last fall Queen Marie of Roumania visited this country. Wherever she went newspaper reporters were legion.

One of our greatest managing editors, a former editorial director of one of the livest newspapers in the Middle West, told me the other day that he actually felt a bit chagrined when he was in a *de luxe* hotel in a great American city at the time of Queen Marie's visit to that city. Queen Marie was staying at the same hotel, which was always a center for both general and special assignment men.

"The reporters covering her visit were the most nondescript set of

FRANK THAYER

"There is no Reason Why Newspaper and Printing Plants Cannot be Run as Smoothly, Efficiently And Profitably as Other Important Businesses"

*APOLOGIES TO GRACE O'DELL

**GIRL FRIEND

Not Only the Outside Men, All Departments, But Also "Inside Voices" Can Help Make or Break Up Business!

newspapermen I have ever seen. Most of them were leg men. They must have been intelligent for otherwise the newspapers would not have sent them out, but there was only one of those reporters who was well dressed. The others apparently had never had their shoes shined or their clothes pressed. Several were badly in need of a shave. Surely they were not fitting representatives of the newspapers, whose names stand for so much in American journalism. I should think that newspapers would pay their men enough to permit them respectable dress," added my friend, the managing editor.

IN another city, the morning newspaper of one of our important newspaper organizations, holds weekly meetings for its advertising solicitors. The other day the advertising director was forced to remind some of those fellows that too many of the men looked more like automobile mechanics than successful advertising solicitors and representatives of the great paper they represented. There were too many slovenly suits, wilted and dirty soft colors and run-down heels, according to this confidential talk given to the men.

It may be that newspaper salaries are not high. But from figures based on experience it is safe to say that most newspapermen receive sufficient compensation to warrant respectability. Otherwise it is a travesty on American journalism.

As to the women on the newspapers, they have pride enough to dress well naturally; they're *women!* Remember, however, that there are girls with the latest styles who think more of the clothes on their backs than they do of their conversations. No publisher would attempt to supervise the conversations of his employes, but he can insist upon courteous treatment to the public when these girls answer the telephone during the business day.

BUYING LABOR and Production CAPACITY

THERE is no doubt in my mind that in the final analysis we actually buy production capacity rather than labor. There is an increasing tendency to reduce quantity production to piecework, and to pay for it on that basis. However, as long as the work in question is so diversified that we cannot reduce it to a piecework basis, we must buy labor at a per diem wage.—*H. B. Ersly.*

Principles of Business Conduct*

THE FOUNDATION of business is confidence, which springs from integrity, fair dealing, efficient service, and mutual benefit.

THE REWARD of business for service rendered is a fair profit plus a safe reserve, commensurate with risks involved and foresight exercised.

EQUITABLE CONSIDERATION is due in business alike to capital, management, employes, and the public.

KNOWLEDGE—thorough and specific—and unceasing study of the facts and forces affecting a business enterprise are essential to a lasting individual success and to efficient service to the public.

PERMANENCY and continuity of service are basic aims of business, that knowledge gained may be fully utilized, confidence established and efficiency increased.

OBLIGATIONS to itself and society prompt business unceasingly to strive toward continuity of operation, bettering conditions of employment, and increasing the efficiency and opportunities of individual employes.

CONTRACTS and undertakings, written or oral, are to be performed in letter and in spirit. Changed conditions do not justify their cancellation without mutual consent.

REPRESENTATION of goods and services should be truthfully made and scrupulously fulfilled.

WASTE in any form—of capital, labor, services, materials, or natural resources—is intolerable and constant effort will be made toward its elimination.

EXCESS of every nature,—inflation of credit, over-expansion, over-buying, over-stimulation of sales,—which create artificial conditions and produce crises and depressions are condemned.

UNFAIR COMPETITION, embracing all acts characterized by bad faith, deception, fraud, or oppression, including commercial bribery, is wasteful, despicable, and a public wrong. Business will rely for its success on the excellence of its own service.

CONTROVERSIES will, where possible, be adjusted by voluntary agreement or impartial arbitration.

CORPORATE FORMS do not absolve from or alter the moral obligations of individuals. Responsibilities will be as courageously and conscientiously discharged by those acting in representative capacities as when acting for themselves.

LAWFUL COOPERATION among business men and in useful business organizations in support of these principles of business conduct is commended.

BUSINESS should render restrictive legislation unnecessary through so conducting itself as to deserve and inspire public confidence.

* Adopted by the Chamber of Commerce of the United States.

WHICH END SHOULD PAY? Why, BOTH!

There are Some Good Smiles in This Very Practical Bunch of Warm Shots

By E. A. SILFIES
Clark (S. D.) County Courier

A COMMON query: "The Paying End of the Printing Business? Job Shop or Newspaper"? I am reminded of an editor on a convention program to talk on country correspondents, and he frankly stated that he had very few correspondents on his paper, but he did make us a very good talk. The other day I noted under "Newspapers for Sale," where an Illinois publisher offered a newspaper plant together with a brick business building for $10,000, and stated that "plant will positively clear owner over $5,000 a year." Now the man who has such a paying business, one that will pay for the plant and newspaper home every other year, is the man who should handle the aforementioned common question.

My opinion of the paying end of a printing business is that *both* ends should pay. If one end does *not* pay, then it is time to call for one of those "popular investigations" and find out *why* that end does not pay, then make necessary adjustments and change the system so that it *will pay;* at least, have it show a profit.

An old saying is, "the world owes me a living," and it is a fact that every person will live his or her time. But *every able bodied publisher of a newspaper should realize that if he is not making more than a living out of his business, he had better get out of that business,* for he can make a living at one of the many 8-hour-per-day jobs. I doubt if there is a single publisher present actively engaged in the operation of his plant, that gets by with an eight hour day. Many average nearer twice that time, and many have few Sundays and no holidays.

WHEN I came from Illinois to Clark and bought the *Courier,* the paper was more of a political organ than a business-like publication. I was unable to come here and take immediate charge of the plant, and an incident that I will always remember was that the man in charge wrote me a few weeks later to send money to pay himself and assistant wages as there was not enough coming in to pay salaries, say nothing of paper bills, rent and other operating expenses.

I do not believe in subscription contests, such as giving automobiles and other prizes to contestants, although some of the publishers seem to find them profitable. Is it not better and more business-like to publish such a newspaper as one thinks the people of the territory want, so that subscribers are very apt to renew from year to year? I recall that at one time my competitor had a man drive over the county, make a canvass from one farm home to the other, get cash where possible, or accept chickens in payment—four hens, if possible—three or even two in a pinch for a subscription — the solicitor receiving half. I have records to show that most of the subscribers gotten were on my subscription list—and that they were good for him only the one year; to hold them it would have been necessary to repeat the canvass.

At the end of each year, in fact at the end of each month, my records tell the amount of revenue received from advertising, subscription, or job printing.

In advertising, I have one rate to all, regardless of the amount of space they use. My people all know this, as *the rate is printed at bottom of the statement,* and the number of inches is given of each ad per issue. It pays well to take care of things correctly and thoroughly "the first time."

WE DO not operate our job department on the hit and miss system. My foreman marks the time put in on each job, together with the amount of stock, and this governs the price to charge. If we have to bid on a job, invariably the price quoted is higher than it figures out after the job is done. *Prices on the general run of commercial work and poster printing are kept handy and regardless of who is in the office when an order comes in and the patron asks the price, the price is shown and quoted the same to all.* Seldom our local business men ask the price of a job; they realize our prices are right, and we do aim to give them the best class of workmanship. I do not believe there is another town in the state, the size of Clark, where there is so little printing done for local business firms by outside concerns.

E. A. SILFIES & SON
Clark (S. D.) County Courier

MY experience has been that many publishers accept a job of printing and quote a price off-hand; by the time the *job* is complete they find that the price is *incomplete.* The other week a lady was putting over the "Womanless Wedding," a show staged by almost a hundred local men and boys. This lady wanted a thousand bills and there was considerable composition. The price was uppermost in her mind. I quoted her $7.50 for the job. Oh, that was too high and was more than she ever paid. Of course, I being an old married man and not the least bit interested in her sweet smile or cunning eye, considered this a business proposition. She also wanted two sets of 300 programs, and my price of $5 for these was again too high, but *it was my price.*

Every publisher donates enough space during a year to the church or other organizations putting on these plays, so it is no more than right that when a lady comes to town and takes half of the proceeds—which in our town netted her over $200—we should receive our regular price for advertising and printing.

YES, I believe *both* ends, the job shop *and* newspaper should pay. If one does not, something is wrong and should be remedied. I believe in the motto, "Quality Remains Long After the Price is Forgotten."

I do not claim to have a modern printing plant, but I do believe it is equal to the average. I aim to get the best machinery suitable for my volume and class of business, and this is well arranged in the

Chickens for Subscriptions or Chickens Making Prices On Job Work? Nay! Nay! Says South Dakota Publisher

shop to make work convenient; and, we carry a stock of papers so that it is seldom we are obliged to send in a post-haste order or delay a job awaiting stock. My foreman keeps an order card, and envelopes and several grades of bonds are bought in case lots.

Some of us probably are tied too close to our business interests, but we all know it is up to us to make our business pay, for we cannot expect anyone else to take a greater interest in our business than we do ourselves. I make it a practice to be on the job most of the time; in fact, I aim to get down about 7 o'clock each morning; it is seldom that any member of the force gets to the office in the morning before I do, or before the furnace fire is going nicely.

Courtesy around the office and shop is our motto and our local patrons know this. I aim to employ good reliable help and much of the success of the business is credited to them, for I was hardly missed last summer when I was away for ten weeks, with my wife and son on a 6,000 mile automobile trip to Canada and points in the eastern states.

I know I cannot make both ends of my subject pay as well as the Illinois publisher advertises, but I want to leave the impression and knowledge that there is *some profit* at *both* ends if our business is conducted right; the amount, however, varies. I could quote facts and figures in my instance, but it would be rather personal. But there are no names of mortgagees or bond holders attached to the published statement of the *Clark County Courier.*

FRANZ A. HUNT

President Vermont Press Association; Treasurer and Manager, Newport Express & Standard, and Palladium & News

IN 1904 Mr. Hunt became devil in the Barton (Vt.) *Monitor,*—keeping on in school, academy and business college,—under Wallace H. Gilpin. In 1910 he bought a half-interest in the job plant of Mr. Gilpin. The firm later leased the North Troy *Palladium* and in 1920 bought the *Express & Standard.* Mrs. Hunt was a printer until marriage.

ERIE C. HOPWOOD

President American Society of Newspaper Editors; Editor Cleveland (O.) Plain-Dealer

MR. HOPWOOD joined the staff of the Cleveland *Plain Dealer* as police reporter in 1902, and became in turn assistant city, city, night, managing, and chief editor. His success in associative enterprise has been noteworthy, especially in working toward a better understanding between the editorial and mechanical departments of newspaper plants

WHO's a MONEY-SAVER IN YOUR PLANT : : ?

IT IS all well and good for a man to do a thing because he was told to, regardless of consequences, but any man with common sense realizes that there is a right and a wrong, and an efficient and an inefficient way of doing a job. While the man who keeps running to the boss may be trying to "stand in," it is more probable that he is a very conscientious worker, and can see more inaccuracies than the foreman can and feels that it is his duty to report them. These men are the money-savers for the shop.—*Ex.*

WHEN to GIVE TOKENS And, WHEN NOT : : :

J. C. P. BODE
(*American Machinist*)

IT is one thing to give a token of friendship to a departing man who is popular and another to make a present to a man who has just been promoted. One shows real friendship and the other, with the best of intentions, leaves a feeling of obligation which may prove embarrassing. : : Once the collection habit gets hold in a shop it is apt to be overdone. By making a ruling to request a permit, the foreman has a chance to talk it over with his men and avoid embarrassing situations.

LYNN SMITH

President Upper Arkansas Valley Press Association; Publisher Florence (Colo.) Daily Citizen

TWENTY-FIVE years in the newspaper:printing business implies pioneer work, out in the Valley where Mr. Smith edits and manages his daily, successful after a long, hard lot of plugging, including a rescue from a questionable circulation campaign that preceded him. The U. A. V. P. A. has quarterly meetings, as a rule, and everyone is expected to express at least one opinion at each meeting—no set speeches

PI "STANDING" ADS And ADVERTISE!

That's One Big Way of Making Many More Prosperous Newspaper:Printers

By DONALD O. ROSS

"WHAT is the biggest reason why some newspaper publishers fail or barely eke out an existence?" a friend asked me the other day.

"Lack of advertising," I replied. "The merchants do not advertise enough *and the publisher doesn't advertise enough.*" I cannot see the logic of selling advertising space to others to help them increase sales, and then disregarding the idea of advertising in the conduct of the newspaper.

I can name you a dozen papers that keep a four column ten inch ad standing to use on days when ad copy is light. The ad runs time after time and does no good as far as boosting what the paper has to sell to its customers.

This story is not intended to be one of criticism but rather to bring about some practical, workable suggestions. But, we might as well face the facts.

The grocers, lumber dealers, clothiers and other merchants who are using our columns are getting results through advertising. How many publishers are advertising *regularly,* following some really systematic plan to increase sales of newspaper advertising and job printing?

There are some, but not enough.

IN A previous article, I mentioned D. L. Buckles as a successful advertising salesman. Mr. Buckles is now running the Oconto, (Wis.) *Reporter.* Each week, he uses a column on the front page with a box head. He refers to many affairs of the day, but he takes every opportunity to make mention of his advertisers, unusual results secured or the number of merchants publishing the news of their stores through the *Reporter.* His constant appeal is causing him to fill a sixteen page paper every week with paid ads.

One of the most successful plans for advertising newspaper advertising is that used by the Washington (Iowa) *Democrat.* Under a box heading, *"Heard and Seen at the Democrat Office,"* the publisher gives the news of his office. The people who drop in to pay subscriptions are mentioned, the advertiser who brings in his ad copy is mentioned as well as the man who left an order for letterheads, etc. The results secured from advertising, style of copy employed and a host of other facts about local merchants are mentioned in a *newsy* style that holds the attention of the reader. The column commands the interest of both subscriber and advertisers. It is advertising the publisher's business in no improper way.

Fred Bierman who gives the people one of the best papers in the country—Decorah (Ia.) *Journal*—uses space regularly suggesting that readers tell merchants about reading their ads. One of the cleverest of these ads I ever saw was one which read, *"THE BEST AND KINDEST REMARK A FRIEND OF THIS PAPER CAN MAKE IS TO TELL THE MERCHANT 'I SAW YOUR AD IN THE JOURNAL'."* Similar messages are broadcasted at every opportunity and have a decided effect for increased business because they are read and the suggestions acted upon.

Miss GRAPHIC ARTS

THIS little lady and her costume won the prize at the Illustrators' Ball in New York City, telling the world about the Fourth Educational Graphic Arts Exposition to be held in the Metropolis September 5-17, 1927, under Printing House Craftsmen and Allied auspices. At the same time the leading typographical and printing organizations of America will hold their annual conventions at the same place.

LIST OF EXHIBITORS, PAGE 8
FEATURES OF CONVENTION, PAGE 32

ONE of the biggest stimulants that could be given the newspaper business today is a force of compositors all over the land who would "pi" those worn-out standing ads about advertising and job printing and get fresh, interesting copy each week from the office. The publisher who will run a standing ad about his business until it is worn to the point of being illegible, admits to his subscribers and local merchants that advertising in his publication isn't worth the effort.

Please do not say, "I haven't anything to advertise." I've heard merchants say that until I am sick of it. If you will follow the suggestion used by the Washington *Democrat,* you won't know where to stop. There are enough matters in connection with newspaper advertising in the smallest office to furnish the basis for one or more good ads on the subject every week. If a publisher will only set an example for his advertisers by running a good ad each week, I know he will be able to secure new advertisers and hold the old ones.

I believe newspaper advertising is sold with less advertising than practically any other commodity on the market. So, if your newspaper advertising is really efficient, doesn't it stand to reason that you could increase sales through using the very thing you have for sale.

VETERAN FIELD MAN RETIRES FROM OFFICE

ONE of the pioneers in American community newspaper association work, Grant L. Caswell, has severed connections with the Iowa Press Association and is devoting his time to private business interests, including newspaper service. Field Manager Tucker succeeded him in that post a year ago, Mr. Caswell consenting to retain contact for a time by acting as assistant field man. Mr. Caswell became field manager of the Iowa association in 1915 on a half-time and half-pay basis. In 1919 he went on full time, remaining until June 1926. In August 1917 he was chosen as field secretary of the Nebraska Press Association, on a part-time basis, and revised the organization. In November of that year, Mr. Caswell drove his flivver thousands of miles over Nebraska. Early in 1918 the first Nebraska convention under the new lineup was held, with over 100 present. It is reported he got $50 a month and paid his own expenses, car and all.

YES, CONTESTS PAY

But, Virginian Does Not Agree With West Virginian's Idea on One Point

From a Letter to the Editor of "NPJ"

By GEORGE KILPATRICK

Editor and Owner, Lawrenceville (Va.) Brunswick Times-Gazette

ALTHOUGH I agree with Edward D. Woodyard, Spencer (W. Va.) *Times-Record*, in his statement in a recent issue of NATIONAL PRINTER-JOURNALIST that contests do pay, I do not see how he figures that his contests have paid when they netted him such a small percentage of the gross receipts.

From one contest, according to his own figures, he netted about 45 per cent, from another only about 25 per cent, and in the third we presume the percentage was even smaller, since the amount cleared was only $160.

In my last contest I collected $4,100, and when it was over I had $2,800 in the bank, or about 70 per cent of the gross.

Why the big difference?

BECAUSE Mr. Woodyard paid (presumably) 30 cents on every dollar collected, to an efficient contest manager who, after all is said and done, did not do a bit better than Mr. Woodyard—in his own field and among his own people—could have done himself. Fearing, however, that Mr. Woodyard and other readers may think I am too personal, and am presuming to know too much about another man's business, I'll say that *the average manager can do no better than the average editor, provided that said average editor will WORK AS HARD AS THE MANAGERS WORK.*

Mr. Woodyard says that the first contest is usually the best. Not so in my case, though my first was conducted by a so-called expert—in a virgin territory. From this contest I netted only about $200.

Less than two and one half years afterward I staged my own contest and netted myself more than the average contest nets a publisher even when the amount taken in is much larger. I admit that an expert might have collected more than $4,100, but he would not have left me with more than $2,800. Fact is, he would have left me with less—unless he had collected as much as $6,000, which he would not have done.

IN MY mind it is not only poor business, but downright foolishness, for a publisher to pay an outside man 30 per cent commission for doing something that he himself can easily enough do. The contest men will tell you that it requires an expert to successfully conduct a contest, but I know better. I know that I am no expert, but just an average business man. It does not take an expert to give away a car and other prizes for certain considerations. An average business man can decide on a list of prizes, draw up the rules under which they will be awarded, and put some pep into the unusual undertaking. The average publisher can get out and hustle up contestants as the managers do, and he can keep after them and see that they are kept pepped up and encouraged—as the "experts" do.

GEORGE KILPATRICK

Some publishers say that they do not have time to give to it. Well, *if six weeks of their time is worth more than the amount they pay the manager, I have no argument with them.* Thirty per cent of the amount I collected is $1,230. As valuable as my time is, I am willing to give six weeks of it for $1,230 any time. (But I did not have to give ALL my time to it). On the other hand, I am positively not willing to give another man that much money for six weeks work—not when I can do that work myself.

Another advantage in conducting your own contest is that you know without a shadow of a doubt that you will have to answer for nothing after the smoke has cleared away.

THE morale of managers is steadily rising. The manager who conducted my first contest was a poor one, but his honesty saved me much trouble. I knew even before he left that he could have made a rake-off by giving some inside facts to two contestants—or rather to the sires of two young ladies. But this manager stood firm for a square deal all around and after it was over not a single complaint was heard from any quarter.

I know that in the self-conducted campaign three of my candidates would have dumped money into it if they had received the least encouragement. Now, had I been in position to "guarantee the first prize" to several persons at so much a guarantee, and leave on the night train, the temptation would have been great.

By conducting your own contest you not only make from $1,000 to $2,000 more on the deal, but you remove temptations from some nice young man. And, it is only by conducting your own contest can you clean 70 per cent of the gross receipt. No manager has ever done that for any publisher.

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ED. NOTE: Mr. Kilpatrick recently gave a dinner to the merchants of his community which, he believes, was very successful. It cost him about $50, he says; "and, I believe it was worth the money." Mr. Kilpatrick has been giving dinners annually to his news correspondents throughout the county. So far as he knows, the dinner-to-advertiser idea was an inspiration; he had not heard of any such venture, anywhere. There was an address by Mr. Kilpatrick, expressing gratitude for the support he has received; R. H. Ryan, business manager of the Petersburg *Progress-Index*, told of the value of advertising and gave pointers on doing the job of advertising well; and, another "outsider," advertising manager of the furniture company, explained "Why We Believe in Advertising." Local speakers, business men, had subjects bearing on community development. The trade-at-home idea was handled frankly.

A PEDESTAL is an uncomfortable location anyway; the wise and great are close to the ground.—*Luther Burbank.*

HOW much does your stenographer cost, or produce, if you multiply the number of letters she writes by 25 cents per letter? Does she write 60 per day?

MANY good things are missed by going too fast.

ONE Paper, Two TOWNS WORKS OUT WELL

A Third Way to Expand Business, Here Detailed by Kansas Weekly Publisher

By ALBERT L. HIGGINS

IN this day and age of consolidations among the smaller newspapers, and the larger ones as well, perhaps there are many who are thinking about buying out a neighboring publisher or selling out to one.

"One Paper—Two Towns," is the condition under which I am publishing a weekly newspaper.

Today, most really small town publishers have no opposition in the home town and not a few already developed that field to its utmost. If he wishes to expand further, and if he has not gotten into a rut, he may look to his neighboring towns and communities. Many publishers, no doubt, would do this, if they had confidence in themselves.

It is not my purpose to tell anyone to buy your neighboring paper, but merely point out the way others have done it, reaping success in most cases.

THERE are three plans of consolidation. The plan of buying publications in other towns and publishing each paper separately from a centrally located plant is an old one, and I believe not always a very successful one. I have in mind one publisher, a prominent one in Kansas, who tried this plan on rather an extensive scale a few years ago, but today has dropped all except his home paper.

Another publisher in Kansas is trying out publishing one paper for two towns, printing two front pages. For the one town he folds the papers so that that town's front page appears on page one, and the other town's front page appears on page three. When he folds the papers for the other town, the plan of folding is reversed. Such a plan might be well worth investigating.

The third plan of consolidation, and the one most familiar to me, because I have had the plan in actual operation for three years, is that of publishing one paper for two towns, treating the two towns as one and showing absolutely no favoritism to either, in news or advertising. I can tell you in just a few words the conditions under which such a plan was worked in my case, and the results which have appeared thus far, according to my records and beliefs.

For five years, I published the Palmer *Index*, a small four column, six page paper issued in Palmer, Washington county, a town of about 200. Needless to say I did not get rich at the job. Linn, a neighboring town of 350, six miles away, had a paper of approximately the same size. The Yinn publisher finally gave up the ghost, sold me his subscription list and moved the plant to another location.

ALBERT L. HIGGINS
Linn-Palmer (Kans.) Record

For three months I struggled with the proposition of publishing the two papers separately, all the while losing subscriptions and advertising patronage on my recent purchase. I was up a stump under pressure. Under just such trying conditions I launched the new merger. I decided to consolidate the two papers into one.

Linn and Palmer were always at swords points, so it was somewhat of a problem.

FIRST I decided on a name for the new publication. Afraid to use only the name of either of the old publications, I coined a new name, *"The Linn-Palmer Record."*

In order not to appear to favor either town, the front page contained one column of Palmer locals and one column of Linn locals; and, the paper having been increased to a six column size, the remaining four columns were devoted to headed articles of the happenings of the two communities. The news and advertising on the remaining pages were mixed, and not divided into Linn pages and Palmer pages. This general idea I have carried out during the past three years and have found it very satisfactory.

There were other factors which I found to be equally important. When publishing a paper for an adjoining town, too many publishers make the mistake of trying to take all out of the town they can. I overcame this by establishing an office in the other town, open nine hours a day, the same as the home office, the only difference being that no printing machinery is located in the branch office. The young lady in charge of that office, who has since become associate editor—and her name appears in the head each week—writes all the news articles for that community and is always on the lookout for advertising.

To make this additional expense yield a profitable return, all of the subscription business and bookkeeping is done at that office, and all job work for the community delivered from there instead of being sent direct from the home office. Also, all collections are made by the young lady in charge. I call on the business men every Tuesday afternoon and solicit advertising and job work, the advertising, which by the way, is now running 100 per cent every week.

Not because the amount is large, but to show my good will toward the town, I buy a large part of the supplies for the home there. Thus, a large proportion of the money received by the office is spent right in the town. The business men know and appreciate this, and the advertising columns have prospered accordingly, with the usual results—more volume and profit.

WHILE the consolidation increased the size of the paper several times, and doubled the circulation, I made no change in advertising or subscription rates for one year. This furnished an excellent talking point to advertisers and prospective subscribers, and at the same time gave the new plan a chance to become firmly rooted.

I was told by rather a prominent publisher that one cannot serve two lords, and that the plan could not succeed, but I have the satisfaction of saying today, over three years later, that the plan has succeeded beyond expectations, and from two publications, equal in size to about two pages, has come an eight page paper.

While I give no figures on the receipts and expenditures of the

Linn *Digest,* but figuring them to be approximately the same as for the Palmer *Index,* it can be shown that the cost of publishing the consolidated paper, in spite of its increase in size, is approximately the same as for the two separate papers. On the other hand the receipts show up in quite a different light, and the *Record's* gross receipts for the year 1926 exceeded the combined receipts of the two separate papers for the last year they were published, by over $3,000.

SHOULD any of you seriously consider trying such a plan, bear in mind these points: Show no favoritism in either news or advertising; put a part of every dollar received back into the town; mix with the business men and help them boost; don't be afraid to donate to band, baseball team, picnics, etc., and give them real service. One cannot go to sleep on such a job, or it means waking up some morning and finding oneself out in the cold.

IT'S INDISPENSABLE

Big-City "Competition" Means Nothing To This Prosperous Suburban Paper

By RUEL MCDANIEL

BUILDING a successful suburban daily newspaper is obviously a difficult job. The Glendale (Calif.) *Evening News* is an interesting study in suburban newspaper publication. Glendale is just eight miles from the heart of Los Angeles, and you can scarcely tell where Los Angeles stops and Glendale begins. The town of Glendale has regular city delivery from Los Angeles and in all outward respects is a part of the city.

Yet the Glendale *Evening News* has almost 10,000 paid circulation and enjoys an advertising volume that ranks well with the average city newspaper. The paper carries more automobile advertising than any other afternoon paper in Southern California, according to monthly records.

Although the publication is several years old, its real progress has been marked during the past year. During that period the circulation increased more than 25 per cent; the advertising volume increased by almost one-third.

THE present head of the paper is largely responsible for this growth. He is S. G. McClure, a veteran newspaper man. He began as a cub back in 1887 on the old Cleveland (O.) *Leader,* under the able tutorage of Edwin Coles. About ten years later he became general manager of the *Ohio State Journal,* at Columbus; and, in 1906 he bought the Youngstown (O.) *Telegram,* which he sold in 1922, later coming to California. Early in 1926 he bought the Glendale *Evening News* and began practicing some of the theories he had evolved about the management of suburban papers during his long career as a city newspaper builder.

"The life of the surburban newspaper depends, primarily, upon its standing among local citizens," declares Mr. McClure, "and every move we have made here has been toward that central object. Get the genuine support and respect of the average local citizen, and every other thing will work out itself."

S. B. McCLURE
Publisher Glendale (Calif.) News, Next to Los Angeles

Stating such a theory and following it out are quite different problems, obviously. Mr. McClure and the secretary-treasurer of the publishing company, J. D. Funk, outlined the specific factors used by them to accomplish this result.

A paramount factor is that the *News* does not accept advertising from Los Angeles concerns. That policy, at first thought, seemingly cuts off a most prolific source of income. On the surface it does, but on the other hand, that is perhaps the most important factor in gaining the respect and good will of local merchants. They admire the paper for its independence and for its loyalty to home-town enterprise.

"I think one of the quickest ways to lose your grip on local merchants and local readers, for that matter, is to begin running the advertisements of city stores—the real competitors of the local merchants," said Mr. Funk. "The local merchants feel that they are being taken unfair advantage of, in a manner. The city merchants have their own metropolitan papers to use and even at that they reach a lot of the suburban merchants' customers; then if they advertise in the suburban papers too, they have a double advantage over the local stores. Whether using the city or the suburban papers, the metropolitan stores suffer little or no waste circulation; while the local merchant can use only his local paper, without great loss. He cannot strike back at the city store by using the city paper."

"I do not think," says Mr. McClure, "that the suburban publisher should expect to make his paper the sole news medium in his town, for regardless of how good a medium it is, he cannot carry all of the news and features to match the several metropolitan papers, which are sold on the streets of the suburban town and delivered by city delivery methods. *The thing to do is to make your own paper indispensable,* and forget about whether or not your readers likewise subscribe to a metropolitan paper.

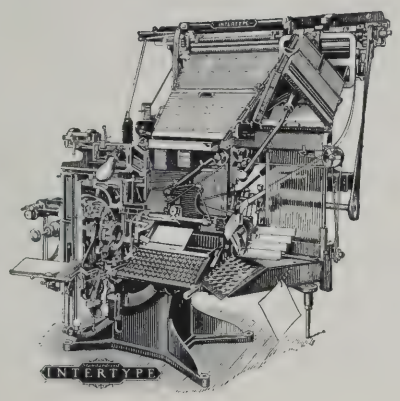
"If the suburban paper is made so important, from a local standpoint, that no enterprising citizen can afford to go without it, then there is no fear of city competition."

THE Glendale *Evening News* circulation averages one copy to a family. This figure applied to a city of large trading zone or even a small city that draws from a surrounding zone would not seem attractive, but when it is remembered that Glendale has itself and nothing more as a trade territory, it takes on a different aspect. Go in any direction from the city limits and you run into another town or city, with its own paper and distinct business center. There are similar situations in many other sections.

Mr. McClure of course plays up the news that the nearby metropolitan papers cannot afford to feature, because of their more general circulation. That means, news of special interest to Glendale. General news of the surrounding country is boiled down. Usually about two or three columns sufficing for Los Angeles. There are two or three columns of items from the suburbs that adjoin Glendale. But *strictly local news* is the dominating feature of the paper, *news that Glendale citizens cannot get from any other source.*

There is ample world news to keep the average subscriber sufficiently informed, even though he did not read any other paper. Both the

INTERTYPES ARE BUILT



Standardized Intertype with Standard C-s.m. 2 Equipment. Three standard main magazines. Top magazine split when desired. Three side magazines. Furnished either as 30 or 42-em machine. The machine "without a peer" in matrix capacity, range of faces, smoothness of performance, and speed of operation.

Better and better
Year by year

New features
New customers

But no . . .
Yearly models

No obsolescence

NO STANDARDIZED INTERTYPE HAS EVER BECOME OBSOLETE

Write for literature and full details. Wire collect if you prefer to talk it over with our salesman.

Standardized
INTERTYPE
TRADE MARK

INTERTYPE CORPORATION
1440 Broadway, New York

Send literature about the Standardized unit-built Intertype.

Name.....

Address.....

INTERTYPE CORPORATION: *New York* 1440 Broadway; *Chicago* 130 N. Franklin St.; *Memphis* McCall Bldg.; *San Francisco* 560 Howard St.; *Los Angeles* 1240 S. Main St.; *Boston* 80 Federal St.; *London; Berlin*

6 POINT BORDER SLIDE 193A

COMPOSED ON THE INTERTYPE IN CLOISTER BOLD AND KENNTONIAN

United Press and the Consolidated Press full wire service are used, to give the readers the world's high spots.

"I find the editorial page a valuable source of reader interest," declares Mr. McClure. *"A reader gained through the editorial page is the most valuable type you can have,* because he not only reads the paper more closely than the average reader, but he appreciates it more. *We carry nothing but locally written editorials, and these apply strictly to local topics.* We do not permit an editorial to creep into our page that could as appropriately be used in any number of other cities. However, we treat of non-controversial subjects, steering clear of local politics and other topics that stir up strife. Civic improvement is a big topic with us."

The paper likewise relies upon exclusive features in gaining permanent readers; for, like the local news, the features are of a type that cannot be easily found in any other daily within reach.

It carries a full page of comics daily, and special comic pages on some occasions.

AN automobile section, consisting of ten to 20 pages is published each Thursday, none but strictly local and national advertising being accepted. That is, a Los Angeles dealer in automobiles or accessories cannot advertise in the paper unless he has an actual branch store in Glendale.

Mr. McClure is president of the publishing company and general manager of the paper. W. S. Ingram is managing editor.

GOOD WILL? HERE Y' ARE! WHO CAN "BEAT" THIS'N?

Local Advertiser Cashes in on Relations With Newspaper, and Both Win Some Bacon

By LESTER L. DAY

GETTING away from the old rut in copy writing is what many of us strive for, and suggest to our advertisers and to the ad writers.

One does not, however, need to go far from the beaten path many times to show a pleasant contrast, and make folks to read an ad, and at the same time talk to acquaintances about it.

When a change has been made, and the copy writer finds a new level in which to work his thought, it doesn't happen often that the newspaper and the advertising department come in for a show in the copy, not of its own will but of the will of the advertiser. But, it is happening here.

Such a peculiar fact makes one think of the good will side we often read and hear about, and which we all try to develop, sometimes with more than an ordinary success.

Talk about *good will!* What when even the advertisers like your publication so well that they take a friendly "crack" at you, just to kid you along, instead of you trying to keep after the advertiser all the time, to hold his account and his business in the place you like to see it.

In getting away from the beaten path, one local advertiser, whose advertisement is herewith, not only uses his local paper to promote his business, but weaves a little bit of "newspaper requirements" into his copy and makes a very readable advertisement. In other words, he pretends to worry about getting his copy to his paper, says he has nothing to say exactly, mentions the paper's name several times and gives it, in a round about way, a little boost, and finally reminds the readers of a seasonable product, that at the particular time of publication should be a good seller.

"Why use your own valuable space for the promotion of your business, when your advertisers pay for the space to do it for you?"

LESTER L. DAY
Manager Advertising Dept. Carlisle (Pa.) Sentinel

WE'RE LATE !

GREAT guns—here it
IS 2 o'clock in the
AFTERNOON and we were
SUPPOSED to have this
COPY over at the
SENTINEL office
ABOUT six hours ago
AND we can't think of
A THING to say except
THAT we're glad to see
SO MANY smiling faces
HERE at our store, as
THE chaplain said at
THE penitentiary, and
WE might also spring
SOME new and catchy
SLOGAN like "service is
OUR motto" or "we lead
OTHERS follow"—not that
THEY mean a blamed
THING but they fill up
A LITTLE space and may
SAVE us from being
SHOT at sunrise by the
FOLKS over at the
SENTINEL office—
BY THE way, have you
TRIED "Syrup of Terebene"
FOR a bad cough?
IF NOT, try it, it works.

W. G. Stephens

STEPHENS' DRUG STORE
COR. MAIN & PITT STS.
CARLISLE, PA.

"ONE-COL., SEVEN IN."
An Unusual Local Ad, Told About in This Article

◈ ◈ ◈

Just forward this little bit of copy for perusal, not that its such a valuable document, but it may be just a little different, and worthwhile taking a squint at, at least.

(Ed. Note: From a recent letter to the editor of *"NPJ"* by Mr. Day, hereby gratefully acknowledged.)

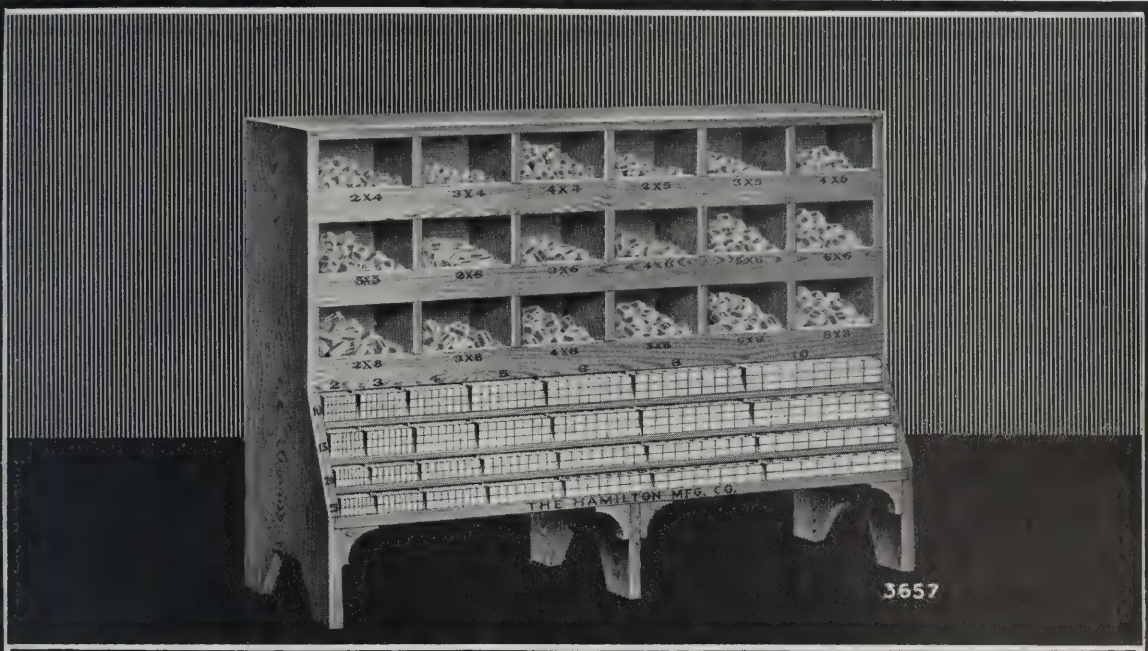
MANAGEMENT does not make ideals, but ideals make management.

BUILD castles in the air; that is where they should be. Now put the foundations under them—*Thoreau.*

WHATEVER one can do to live contendedly, without impatience and fretting, will help one to live some future day in peace and joy. —*Anatole France.*

LUTHER BURBANK — Undivided loyalty to a worthy ideal is richer in its reward than any selfish pursuit.

THERE is practically no danger of developing eye-strain from looking at the Bright Side of Things—HUBBARD.



Hamilton Cabinet
For Iron Furniture

No. 3657

This cabinet is designed especially for holding one A-1 Font of Barnhart Brothers & Spindler Iron Furniture, a total of 1016 pieces. It serves to keep this material in good order and readily accessible. Each compartment plainly numbered, designating the width and length of the contents. The upper or bin section is for storing the smaller sizes. The lower section will contain the larger sizes.

Dimensions: Height, 38¼ in.; width, 54¼ in.; depth, 13 in.
Material: Ash, with antique gloss finish.

Capacity of Upper Section:			*Capacity of Lower Section:*		
32	pieces each	4 x 2, 3, 4	24	pieces each	10 x 2, 3, 4, 5, 6, 8, 10
24	" "	5 x 2, 3, 4, 5	24	" "	15 x 2, 3, 4, 5, 6, 8, 10
24	" "	6 x 2, 3, 4, 5, 6	16	" "	20 x 2, 3, 4, 5, 6, 8, 10
24	" "	8 x 2, 3, 4, 5, 6, 8	16	" "	25 x 2, 3, 4, 5, 6, 8, 10

Manufactured by

Hamilton Manufacturing Company, *Two Rivers, Wis.*

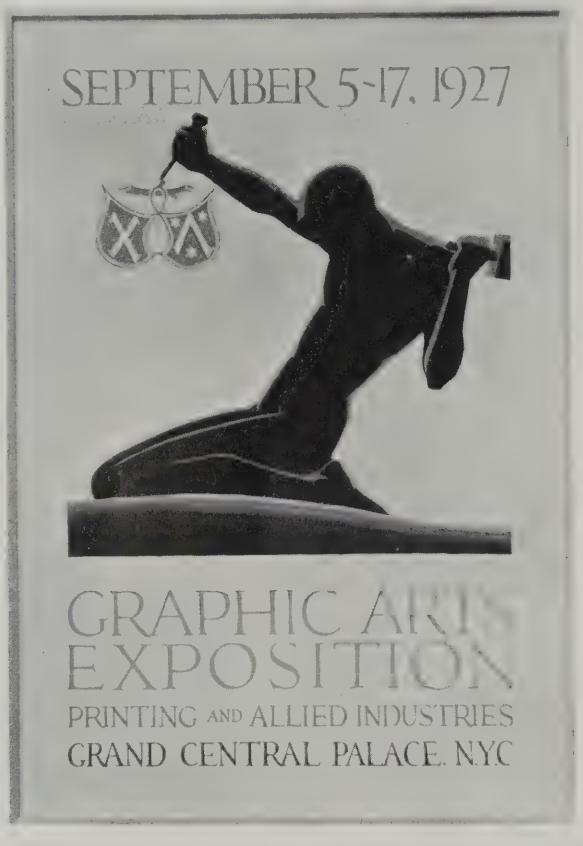
Eastern Office and Warehouse: Rahway, New Jersey
For Sale by Leading Typefounders and Dealers Everywhere

National *Send An Idea*

PUBLISHER-PRINTER ROUND TABLE

Supervised by JOHN L. MEYER

N. E. A. RAPIDLY IS NEARING GOAL SET IN "2,000 NEW MEMBERS" DRIVE of '26-7



"IT TELLS THE WORLD"

First Prize Poster, Fourth Educational Graphic Arts Exposition, New York, Sept. 5—17, 1927

— by J. M. MITCHELL; AWARD, $250.00 —

ONE of the many constructive features of the Fourth Educational Graphic Arts Exposition will be a special department devoted to the high standards of printing and examples of the latest work in typography, engraving, and lithographing, according to announcement made by A. E. Giegengack, exposition manager. A section to be known as the *Graphic Arts Gallery* will greet visitors. The feature is under supervision of Henry Lewis Johnson of Boston, who is widely known through his success in printing exhibitions, and as an instructor of printing. A beautiful setting is being planned by Mr. Johnson for the gallery.

Exhibits will carry descriptive labels, specifying to a large extent the types, papers, inks, features of design and printing, and giving credit to the producers. Announcement of the Graphic Arts Gallery, entry blanks and other details can be obtained from the exposition manager, 461 Eighth Avenue, New York City.

It is not planned to award prizes, but representation in the Gallery will in itself be recognition of a high standard of craftsmanship. An Exhibitor's Diploma will be issued to every exhibitor.

WHO is the oldest printer in the United States—has seen the longest continuous service as a printer, engraver or lithographer, and who is still actively engaged? That is a question which a committee of leading printing and paper industry executives wish to have answered. When located he is to be suitably honored by the committee in charge of the Exposition. If the oldest old-timer happens to reside a reasonable distance from New York, he will be invited to the Exposition, and a gold medal or other suitable reward publicly presented with due formalities. Should he be unable to attend, the appreciation of his long service will be sent to him and presented in some other dignified manner.

LIST OF EXHIBITORS, to Date, on PAGE 8

RESULTS TO APRIL 20 ARE A TESTIMONY TO UNSELFISH BACKING GIVEN PLAN

WITH more than 1,400 new members enrolled at headquarters in St. Paul, Minnesota, the big campaign to secure 2,000 new members of the National Editorial Association rapidly is being pushed to a successful conclusion.

It now is believed that when announcement of final result is made at the forty-second annual convention of the association, at Omaha June 12 to 15, the record will show that the full 2,000 members have been secured and that the great campaign has been 100 per cent successful.

Reports being received daily by Executive Secretary H. C. Hotaling at St. Paul from all sections of the country show that there is activity everywhere along the line. State vice presidents and other loyal friends of the association are putting in strenuous efforts to score 100 per cent in the various states.

TO DATE, fourteen states have scored 100 per cent or better in securing their quotas in the campaign. These fourteen states are: Iowa, North Dakota, Idaho, District of Columbia, Nebraska, Michigan, Tennessee, Alabama, Minnesota, Maine, Alaska, Rhode Island, South Dakota and Massachusetts.

"Iowa, assigned a quota of 50 new members, has sent in 98 new members, scoring 196 per cent in the standings of the campaign" said Mr. Hotaling. "C. M. Richards, publisher of the *Chronicle* at Toledo, Iowa, and vice-president for Iowa of the National Editorial Association, declares that Iowa's rating will be over 200 per cent before the campaign is ended. Iowa has occupied first place consistently since the campaign was inaugurated.

"Both Nebraska and Minnesota, which are running a neck and neck race, have made splendid records in the campaign. Both states were assigned heavy quotas of new members—100 each. To date, Nebraska has scored 119 per cent, with 119 new members, and Minnesota has scored 117 per cent with 117 new members.

"North Dakota, with an allotment of 25 new members, has sent in 35, thereby scoring 140 per cent in the campaign. Michigan, with an allotment of 50 new members, has sent in 60, scoring 120 per cent. Tennessee also has scored 120 per cent, having secured 30 new members on a quota of 25. Alabama, with 23 new members to her credit has scored 115 per cent.

"CLOSE behind these fourteen leaders, are Oregon, Colorado, California, Louisiana, Nevada, Washington, Wyoming, Oklahoma, Kansas and Mississippi, which, on their present standings, should be the next ten states to cross the campaign finish line with full 100 per cent or better ratings to their credit.

"Oregon, Colorado, California and Louisiana undoubtedly will complete their campaigns successfully within a short time.

"New Jersey, Pennsylvania, Indiana, Ohio, Missouri, Kentucky, Maryland and Arizona, in the 'third tier' in the race, recently have been showing much real activity and it is quite possible that some of these states will finish ahead of the group headed by Oregon and Colorado.

"The big campaign is proving intensely interesting, and has served in a broad way to establish the high standing of the N. E. A., throughout the United States.

"Many of the most progressive and substantial publishers in the country have taken time to write personal letters and make visits to prospective members in their home states, urging their fellow publishers to take a definite stand with the N. E. A. for the future good and prosperity of the industry as a whole."

STATE-WIDE PROMOTION PLAN SET UP

MINNESOTA P. A., Sam Haislet, field manager: "President J. V. Weber has announced a plan of state-wide boosting on the part of

Shortening WORDS in business

"The Nation's Business Paper"

HOWARD BOND

WATERMARKED

"Take a letter, please!"—in response to this command your stenographer's pencil goes scurrying across her notebook, reducing dictation to symbols that stand for words. Howard Bond works the same way. Its thirteen colors and white lend shorthand speed to the circulation of printed forms. Instructions, memoranda, reports, and communications of every kind get passed along quickly, are acted upon promptly, and are less likely to be side-tracked on their way to the mails or the files. Favorable price, coupled with unvarying quality and wide adaptability accounts for the widespread use of Howard Bond. Examine this sheet closely, and you'll see why it is called "The Nation's Business Paper." Send today for the big Howard Bond Portfolio of Sales Producing Letterheads and Office Forms. Free to business executives.

THE HOWARD PAPER CO., URBANA, O.

New York Office
Court Square Bldg., No. 2 Lafayette St.

Chicago Office
10 La Salle St.

HOWARD BOND — HOWARD LAID BOND — HOWARD ENVELOPES — HOWARD LEDGER
HOWARD WHITE AND BUFF POSTING LEDGER

COMPARE IT — TEAR IT — TEST IT — AND YOU WILL SPECIFY IT

"NPJ" ROUND TABLE
(CONTINUED)

the newspapers that has met with approval on every side. He proposes that the Minnesota Editorial association sponsor a 'Greater Minnesota Week' early in the summer—at which time newspapers in all sections of the state will be asked to co-operate in issuing special editions. He has been preparing a prospectus of the affair, in detail. It includes elaborate plans for getting nation-wide circulation on the papers from all localities—and other ideas that will help put the thing over in great shape."

N. E. A. 1927 NEWSPAPER CONTESTS

ANSWERING INQUIRIES, full details have been published in March, April and other issues of *"NPJ"* and the N. E. A. Bulletin. Briefly they are:

BEST WEEKLY NEWSPAPER—President's Cup, by Herman Roe, Northfield (Minn.) *News.*

BEST EDITORIAL PAGE—Cup by *Inland Printer,* Chicago.

BEST FRONT PAGE—Cup by *American Printer,* New York.

NEWSPAPER ADVERTISING CONTEST—Trophy by Bonnet-Brown Corp., Chicago.

A new contest is added for 1927, to round out the set, by NATIONAL PRINTER-JOURNALIST, Milwaukee, Wis. *"NPJ"* offers a silver trophy which will be perhaps especially interesting to the ladies—wives and daughters of publishers—as well as the "men folks". The score card announced by the N. E. A. for the *"NPJ" NEWSPAPER PRODUCTION CONTEST*:

General Appearance, Selection of Type, Borders, etc.	15
Typographical Workmanship	15
Arrangement of Advertisements	15
Arrangement of News	15
Quality and Arrangement of Illustrations	15
Press Work	15
Addressing and Wrapping	10

NEW AND LARGE FIELD MAN'S OFFICE

SAM S. HAISLET, field manager of the Minnesota Editorial Association, has moved into larger quarters at the Hotel Nicollet, Minneapolis, Minn., now occupying suite 441.

WILL TEACH BUSINESS JOURNALISM

THE University of Colorado, Boulder, will give a course in trade and industrial journalism during the next college year. Plans for the subject have been placed in the hands of John T. Bartlett of Boulder, Colo., who is planning to give instruction on both the theory and practice of business journalism.

ENGRAVING SCHOOL BY THE A. N. P. A.

THE AMERICAN Newspaper Publishers Association, following its policy of fostering schools for training workmen for the various branches of the publishing and printing industry, has established a school for training of photo-engravers at 7 South Dearborn Street, Chicago, with B. Schleppey as secretary in charge.

NEWS WRITING TAUGHT BY MAIL at IOWA

IOWA STATE College has put on a course in its extension division for farm bureau work, farm women, country correspondents for newspapers, etc. H. J. Metcalf is author of the course. The Extension News Writer is issued monthly, carrying the lessons, at a charge of 75 cents a year for 12 issues, or 120 pages.

REBUILDINGS: NEW HOMES: ADDITIONS

Huntsville (Ala.) Daily Times—Building new home.
El Centro (Calif.) Press—Building new home.
El Cerrito (Calif.) Journal—In new quarters.
Norwalk (Calif.) Call—In new quarters.
Oakland (Calif.) Post-Enquirer—d.—To enlarge plant.
Rockford (Ill.) Morning Star—To build.
Marshalltown (Ia.) Times-Republican—d.—To build.
Ulysses (Kans.) Grant County Republican—In new home.
Billings (Mo.) Times—Bought new building.
Paterson (N. J.) Morning Call—In new building.
Tonawanda (N. Y.) Evening News—Moved into new addition.
Brevard (N. C.) News—In new building.
Rocky Mount (N. C.) Telegram—d.—In new building.
Akron (O.) Beacon-Journal—Building new home.
Brownsville (Tex.) Herald—d.—To build.
New Braunfels (Tex.) Herald—In new building.
Torrington (Wyo.) Telegram-Journal—To build.

ABOUT WIL V. TUFFORD; HE DESERVES IT!

THOMAS H. ADAMS, (Vincennes, Ind.) *Commercial,* first signer of the Inland Daily Press Association articles of incorporation, 40 years ago, published the following anent the recent anniversary convention:

"Way back yonder when the organized daily press needed boosting and bolstering, a man came on the scene and joined the press gang. He took charge of that group of thirty newspaper owners and worked with them. He became secretary. He loved the work and has been secretary ever since. With rare patience and fortitude and resolution he stuck to the group and they stuck to him.

"That man was Wil V. Tufford, and he lived at Clinton, Iowa. He is a versatile and brainy man. He knows every loop and hook and measurement of a newspaper office. He can set type, read proofs, write editorials, edit a funny column, sing a song and manage a job printing establishment. He is today a printer *de luxe.* He has grown gray and sturdy and forceful in the privacy of the hum of printing machinery.

"He remembers the crude things we older ones all remember of the printing shop, from the Washington hand press and the printer's stick and rule to the old-time devil's printer's towel that was always omnipresent in the days when we were so happy and so poor.

"The Inland success was due to Mr. Tufford. No publisher in the mid-west, 'out in the open spaces where men are men,' could so rule and so emphasize that rare quality of friendly touch as to make co-operation and harmony and professional connection a publisher's asset, governed by vim, vigor and victory as he. And to him we want to pay tribute today for his zeal and tact and ability in gathering all about him from fifteen states the very flower of the noble profession and for keeping them in line. He made the members pay their dues and like it. He constantly studied to give them something in return for their loyalty, until today these hundreds of members gather at the semi-annual meetings and take the strongest point in the strongest problems that confront a powerful and intellectual nation whose thinking is done for them by the strong and intellectual journalistic giants of this wonderful country.

"But for the militant, persevering, dominant force of this one man Inland might not have survived long. Of course there were forceful members who kept the faith and followed the trail, but it was Tufford who laid the plan and pattern and Tufford who made Inland get up and go during all the lean days when newspapermen needed help more than they do now. And of these others who remained all through the membership, few are left: Charley Robb of the Michigan City *News!* J. K. Groom, of Moline *Dispatch,* directors then, but honorary members now.

"So we write these lines with a feeling of reverence, as time passes on in a hurrying world, to express a faltering gratitude for the work done. Inland history, Inland memory and Inland prosperity, are all a part of our staunch secretary, and may his shadow never diminish or his usefulness fade away."

(ED. NOTE: Bless Col. Adams! It seems mighty fine to witness this tribute, more than well deserved. How seldom does an association secretary or manager receive . . . Well, 'nuff sed.—*J.L.M.*)

LOVING CUP, PAPER to "THE" CITIZEN

THE COLUMBUS (Miss.) *Commercial Dispatch* gives a cup each year to the citizen selected for the best service to the community. The cup for the year 1926 was presented to former Gov. W. W. Brandon, of Alabama. The *Commercial Dispatch* has also announced that it will award a loving cup each year to the citizen of the county, outside of Columbus, who renders his community or the county the most outstanding service during the year.—*S. N. P. A. Bulletin.*

ASSOCIATION DATES

May

KANSAS EDITORIAL ASSOCIATION, Topeka, 5-6.
OKLAHOMA PRESS ASSOCIATION, Poteau, 6-7.
SOUTHERN MASTER PRINTERS FEDERATION, 9-10, Hermitage Hotel, Nashville, Tenn.
EIGHTEENTH ANNUAL JOURNALISM WEEK, 9-14, School of Journalism, University of Missouri, Columbia, Mo.
GEORGIA PRESS ASSOCIATION, 11, Sail from Savannah for Boston for three-day trip through New England.
ARKANSAS PRESS ASSOCIATION, 19-21, Hot Springs.
NATIONAL ASSOCIATION OF FOREMEN, 21, Auditorium of Zoological Gardens, Cincinnati, Ohio.

June

NATIONAL EDITORIAL ASSOCIATION, 12-15, Omaha, Neb.
TEXAS PRESS ASSOCIATION, 17-19, El Paso.
PENNSYLVANIA NEWSPAPER PUBLISHERS' ASSOCIATION — Summer meeting, 17-18, Waynesboro.
INTERNATIONAL CIRCULATION MANAGERS' ASSOCIATION, 22-23, Atlanta, Ga.
SECOND DISTRICT INTERNATIONAL ADVERTISING ASSOCIATION, 22-24, Schenectady, N. Y.
CANADIAN WEEKLY PRESS ASSOCIATION, 23-25, Bigwin Inn, Muskoka.
MISSISSIPPI PRESS ASSOCIATION, June 8-10, Clarksdale.
KENTUCKY PRESS ASSOCIATION, June 23-25, Mayfield.
MICHIGAN PRESS ASSOCIATON, Summer Outing, June 16-19, Houghton Lake, Roscommon County.
PRNTING EDUCATION (U. T. A.) Sixth Annual Convention, June 27-29, Indianapolis, Ind.

July

SOUTHERN NEWSPAPER PUBLISHERS' ASSOCIATION, 4-6, Atlanta Biltmore Hotel, Atlanta, Ga.
UTAH STATE PRESS ASSOCIATION, 9-11, Cedar City.
IDAHO EDITORIAL ASSOCIATION, 22-23, Mack's Inn.
OREGON STATE EDITORIAL ASSOCIATION, 22-23, Roseburg.
VIRGINIA PRESS ASSOCIATION, Williamsburg, 14-16.

August

GEORGIA PRESS ASSOCIATION, 22-24, Eatonton.

September

GRAPHIC ARTS EXPOSITION, 5-17, Grand Central Palace, New York City.
INTERNATIONAL ASSOCIATION OF PRINTING HOUSE CRAFTSMEN, 5-17, Grand Central Palace, New York City.
INTERNATIONAL TRADE COMPOSITION ASSOCIATION, 5-17, Grand Central Palace, New York City.
INTERNATIONAL PRINTERS' SUPPLY SALESMEN'S GUILD, 5-17, Grand Central Palace, New York City.
INTERNATIONAL ASSOCIATION OF ELECTROTYPERS OF AMERICA, 5-17, Grand Central Palace, New York City.
EMPLOYING BOOKBINDERS OF AMERICA, 5-17, Grand Central Palace, New York City.
UNITED TYPOTHETAE OF AMERICA, 5-17, Grand Central Palace, New York City.
NATIONAL ASSOCIATION OF STATE PRESS FIELD MANAGERS, 15-18, Detroit, Mich.

November

OHIO NEWSPAPER WOMEN'S ASSOCIATION, 4-6, Toledo, Ohio.

Angular Quads
Used Here

Now!

Italic

for your
Cooper Black type equipment

Cooper Black Italic

The Robustious but Nimble Lowercase

abcd
efghijkl
mnopqr
stuvw
xyz

Some Swash Capitals are fonted separately

A B
D E F G M
N P R T Y

The
Genuine!
designed
by
Oswald Cooper

15
sizes
6 point
to
120 point

Many
sizes ready
now!

Barnhart Brothers & Spindler

Chicago Washington, D. C. Dallas Omaha Seattle
Saint Louis Kansas City Saint Paul Vancouver, B. C.

Products obtainable through all branch houses of the AMERICAN TYPE FOUNDERS COMPANY

"NPJ" ROUND TABLE
(CONTINUED)

NEW PAPERS

Mobile (Ala.) Post.
Pasadena (Calif.) Labor News.
Auburndale (Fla.) Triangle Times.
Boynton (Fla.) The Herald.
Fort Lauderdale (Fla.) Peoples Paper.
Ford Meade (Fla.) Weekly Poultry Journal.
Hollywood (Fla.) Sun.
Tampa (Fla.) News-American—d.
Webster (Fla.) The Herald.
Winter Garden (Fla.) The Journal.
Wichita (Kans.) Evening Eagle—d.
East St. Louis (Ill.) Morning Journal.
Clarks Hill (Ind.) Times.
Hudson (Ia.) Herald.
Norwalk (Ia.) Citizen.
Ocheyedan (Ia.) Arrow.
Irvine (Ky.) Estill Herald.
Pittsfield (Mass.) Sunday Post.
Minneapolis (Minn.) The American Clarion.
Tracy (Minn.) Times.
Arcadia (Neb.) The Arcadian.
Little Falls (N. J.) Herald.
Roselle and Roselle Park (N. J.) Home News.
Buffalo (N. Y.) Press—d..
Middleport (O.) Herald.
Altus (Okla.) Jackson County Free Press.
Apperson (Okla.) Oil Field Review.
Earlsboro (Okla.) Journal.
Seminole (Okla.) Producer—d.
Texola (Okla.) Tribune.
Wapanucka (Okla.) World.
Martin (S. D.) Bennett County Review.
Cottage Grove (Tex.) Booster.
Pampa (Tex. Daily News—d.
San Diego (Tex.) Journal.
Trinidad (Tex.) Times.
Alexandria (Va.) Herald.
Monroe (Wash.) Progress.

† F. P. Rosback, Sr. †

1846—1927

ANNOUNCEMENT reaches *"NPJ"*, while already on the press with this issue, of the passing of F. P. Rosback, Sr., president of the F. P. Rosback Co., Benton Harbor, Mich. He was a native of Germany, served in the Civil war, and marched with Sherman to the sea. His inventions included The Knott Tyer for harvesting machines; machinery for making wire bound boxes; automatic index cutting machine, and wire stitching machines. He was the originator of the Independent Punch and sliding plate Round-Hole Vertical Perforator, and of the Multiplex Punching machine for loose-leaf ledger systems, order blanks, etc. One of his latest inventions was the Round-Hole Rotary Perforator.

MANUFACTURERS : : : SERVICES

WESTVACO INSPIRATIONS FOR PRINTERS, No. 24

BY THE West Virginia Pulp & Paper Co., New York. "Merchandising With Color", "Artistry in Motor Car Advertising", "Distinctive Color Technique", "Reversing the Silhouette", "The Indirect Halftone Illustration", "Making the Product Dominate Pictorially", "The Importance of the Second Color", "The Correlation of Illustration & Product", "Attention Value of the Second Color", "Color of Realism", "Colorful Selling Pages",—these are the main titles of subjects treated in this issue, and in every case most delightfully illustrated together with meaty explanations for the particular interest of the printer and the buyer of printing.

ANNUAL MEETING OF R. HOE & CO., INC.

DIRECTORS, re-elected: Boudinot Atterbury, Frederic G. Coburn, John W. Cutler, Arthur I. Hoe, Morris W. Kellogg, Fred G. Kent, Wallace E. McCaw, Harold Stanley, H. R. Swartz, Harold M. Tillinghast. OFFICERS also unanimously re-elected: President, H. R. Swartz; vice-presidents Harold M. Tillinghast, Fred G. Kent, Harry V. Ball, Addison J. Gallien and Charles W. Gaskell; treasurer, Allen W. Lishawa; secretary, John M. Masterson; assistant secretary, Louis Roehm.

HAS ERECTED THREE HUNDRED LINOTYPES

TO HAVE ERECTED 300 Linotypes is the record of F. Halfter of Copenhagen, Denmark, for the last fifteen years in the employ of Th. Hamann & Company, Copenhagen. Thirty years ago, Halfter, who recently observed his fiftieth birthday, began working at the Linotype factory in Berlin.

NEW RECORDS MADE BY LANSTON MONOTYPE

FISCAL YEAR-END records, March 1, show the Monotype company had in the 12-month period broken all of its previous records both for matrices shipped and for matrices of new type faces for users of the Monotype. The manufacture of matrices involved much more detail than is gathered "at a glance"—the making of drawings, pattern plates and punches for more than twenty different type series in sizes 42, 48, 60 and 72 point each. The total number of faces and sizes of Giant Caster matrices completed during the past year totaled more than fifty, and included the making of more than 4000 patterns.

Among the Giant Caster faces for which matrices were made during the last fiscal year were the following Caslon No. 437, Caslon Bold No. 79, Caslon Bold Italic No. 791, Cheltenham Bold 86, Cheltenham Bold Italic No. 861, Cheltenham Bold Cond. No. 88, Cooper Black No. 282, Franklin Gothic No. 107, Garamond No. 248, Goudy Bold No. 294, Goudy Heavyface No. 380, Goudy Heavyface Italic No. 3801, Kennerly Bold No. 269, Kennerly No. 268, Condensed Gothic No. 51, New Bookman No. 398.

Three new faces were added during the year. Two of these were by Frederic W. Goudy, art director of the Monotype Company, and one by Sol. Hess, assistant art director and typographic manager. The two Goudy faces were Goudy Lanston (a face heretofore available only in 14 point and known as Goudy Antique) and Goudy Heavyface Italic. Composition sizes for Goudy Lanston will be cut this year. The new face by Sol Hess is Goudy Heavyface Condensed, matrices for which have been made in sizes 14 to 36. Goudy Heavyface Condensed was designed to be harmonious with either Goudy Heavyface or Cooper Black.

The Monotype Company also produced matrices for a number of popular faces for Monotype display typecasting included in this list are Cooper Black, 6 to 36 point; Goudy Bold, 14 to 36 point; Goudy Bold Italic, 14 to 36 point; Cloister Bold, 14 to 36 point; Cloister Bold Italic, 14 to 36 point; Goudy Handtooled, 10 to 36 point; Goudy Old Style, 14 to 36 point; and a number of other faces in one or two sizes only. It made the following faces and sizes for Monotype machine typesetting: Goudy Bold, 6 to 12 point; Goudy Bold Italic, 6 to 12 point; Kennerly and Italic, 9 and 11 point; Century Old Style and Italic, 9 and 11 point; Italian Old Style small caps in 8, 10 and 12 point, and Goudy Old Style and Italic in 8, 10 and 12 point.

The work now going forward includes a gradual extension of the list of faces available on the Giant Caster from 42 to 72 point sizes, including Garamond Bold, Garamond Bold Italic, Century Bold Italic, Goudy Lanston, a Condensed Title Gothic, and Cheltenham Medium, etc. A number of new faces will be cut in sizes from 6 to 12 point for Monotype machine typesetting, including Cooper Old Style, Cooper Old Style Italic, Cloister Bold, Cloister Bold Italic, and Goudy Lanston. The list of display faces will soon be augmented by Garamond Bold, 8 to 36 point; Garamond Bold Italic, 8 to 36 point; Goudy Handtooled Italic, 10 to 36 point; Cooper Old Style, 14 to 36 point; Cooper Italic, 14 to 36 point. It is the intention of the Monotype Company to continue to add other new faces to Monotype resources just as fast as they are needed by its customers.

CORRECT SEATING FOR P-J WORKERS

THE ROYAL Metal Mfg. Co. is publishing an interesting series of circulars covering their steel-built, wood-enforced line of individual seats under the title "The Seat of Production". Diagrams shown are illuminating to anyone studying these questions.

GUY H. BECKETT SUCCEEDS L. M. RUSSELL

AS MANAGER of the Fort Wayne (Ind.) office of the Western Newspaper Union, Mr. Russell, widely and favorably known, passed away recently, after an extended illness, Mr. Beckett relieving the former during that period. The two worked together when Mr. Russell was manager of the Des Moines (Ia.) office, some years ago.

ARE DULL YEARS REALLY NECESSARY?

FROM A FOLDER of Warren's Papers: "The reasons-why for dull years in the printing business are always too easily explained. The gossip goes like this: The Robinson Company is not getting out a catalog this year. The Jones Company have held up the work on the new campaign. Business is bad with the Brown Company so they're not doing any printing.

"The question is: Aren't the real reasons hidden behind these statements? Isn't it true that if those responsible for the sales of the Robinson Company believe that the catalog helped sales, they would not let anything interfere with getting out the catalog?

"If the Jones Company believed that the new campaign would speed their selling, would they hold it up? If the Brown Company were convinced that printing would make their business better, would they stop buying it?

(CONTINUED, PAGE 37)

"NPJ" ROUND TABLE
(CONTINUED)

"Therefore, isn't the real reason for dull times in the printing business that too few business men know how and where printing will help their sales?"

IONIC DANCE AND ENTERTAINMENT

THE MATRIX department of the Mergenthaler Linotype Co. recently gave a party under the foregoing name in the cafeteria at the Brooklyn (N. Y.) plant, in observance of the fact that more than 250 newspapers had then adopted Linotype Ionic No. 5.

JOINS SALES STAFF OF VANDERCOOK & SONS

L. J. LARSON, well known in the Chicago section, is now selling Vandercook proof presses. He was formerly with the Thomson National Press Co.

WHAT'S WRONG WITH THIS PICTURE?

A RECENT FOLDER by the Miehle Printing Press & Manufacturing Co., plays strikingly with the popular phrase, showing two pictures of sections in printing plants—one of disorder and the other sparking with efficiency, and named "There is Nothing Wrong with THIS Picture." The Miehle Vertical is the main subject.

MID-STATES GUMMED PAPER CO. HAS ELECTED

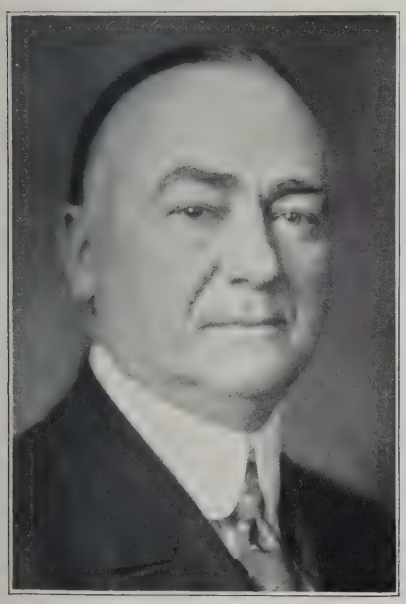
GEORGE GOODSIR a vice-president and director, at Chicago. He has charge of the eastern division, headquarters New York City. Mr. Goodsir was president of the National Association of Gummed Tape Manufacturers, in 1926, and also recently vice-president of the McLaurin-Jones Co., Brookfield, Mass.

19 OUT OF 20 MEN ARE RIGHT-HANDED

THIS STRIKING title of a Challenge Machinery Co. folder, makes a lesson of the statement in connection with selection of power cutters. The Diamond is portrayed, and its various features emphasized, in working out the proposition. A new Lee Press folder by the Challenge company brings out a number of points on "How You Can Make More Profit."

COL. E. L. MARKEY IS BACK WITH DUPLEX

FROM THE Battle Creek (Mich.) *Enquirer & News*: "An announcement of particular interest is the news that Col. E. L. Markey, recently of Chicago but for many years of Battle Creek, is returning to the Duplex Printing Press company as a vice-president. He will continue his residence in Chicago but will use his extraordinary experience in the printing press field and in the publishing world in associating in the business of the company. In addition to Col. Markey the other officers of the company are President, Irving K. Stone; first vice president and superintendent, H. F. Bechman; secretary, Marcus Farley; treasurer, C. G. Mechem.



Col. E. L. MARKEY

◈ ◈ ◈

"Col. Markey might almost have been said to have grown up with the business of the Duplex company. For more than 25 years prior to his departure for Chicago he was associated with the late I. L. Stone in the sale of the Duplex products.

"He left Battle Creek a few years ago to engage in sales direction and has for some time marketed the Shur-Loc elevator device throughout the country.

"Few if any men in the country are better known among publishers than he is. 'We are exceedingly glad to have Col Markey back with us,' said I. K. Stone. 'It is like having an old member of the family come back. We count ourselves fortunate not only in a business way but in the way of a closer association of friendships.'"

Further advices also announce that I. C. Squier, who has long been eastern manager of the Duplex, now carries the title of vice-president, it being a fitting recognition for long and faithful service. Charles S. Brown, who has been in Chicago for many years in the interests of the Duplex, is now located at the home offices in Battle Creek. His move followed the recent death of Harry K. Allwardt, after an illness of several months, and after many years of successful activity in executive capacity with headquarters at the home offices.

NAMED CONTROLLER OF INTERTYPE CORP.

H. A. PETERSON, since last January assistant treasurer, and occupying the position immediately upon its creation in March, has an exceptionally wide experience in accounting and executive work. During the war he became a naval aviator and an instructor in aviation at Key West, Fla. There he was given his commission and sent to France where he flew one of the big bombing planes that succeeded in making excursions over German territory toward the end of the war. Returning from France, Mr. Peterson became treasurer of the Hammond Typewriter Company, which position he held for about four years, resigning to become an officer of the Willson & Adams Company, Westchester County lumber company. Frank Hoffman, assistant secretary, is now also assistant treasurer of the Intertype Corporation.

H. A. PETERSON

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The Intertype Corporation has announced that J. W. Buzzell, vice-president of Stone & Webster, Inc., division of construction and engineering, New York, has been elected director. Mr. Buzzell is also vice-president and director of Jackson Heights Gardens, Inc., and director of Concrete Mixing & Conveying Co., and of the Dictaphone Corporation.

Paul Appenzellar, Wellington E. Bull and John Warne Herbert were re-elected Intertype Directors for a term of three years at the recent annual.

SUGGESTIONS AND HELPS *by* WESTERN STATES

RECENT COLLECTIONS of offerings of the Western States Envelope Co., Milwaukee, to cover spring and summer needs, include cards and envelopes in various sizes for announcements and invitations; Success hinged cards for business and personal use 3-ply kid finish cards: Franklin die-cut cards Great Lakes coated two-sides campaign cards, and cases.

C. & G. PRODUCTS AND USES ARE DESCRIBED

A PUBLICATION by Cheshire & Greenfield Mfg. Co., Milwaukee, designers and makers of C. & G. Router, Jig-Saw & Type-High Machine, brings out "A Simple Idea that has Stopped a Leak." It takes up the elusive loss of profits, on jobs that are taken at a price that ought to pay a certain profit, "but something happens." It is pointed out that one of such leaks often comes about in work on cuts, such as routing, mortising, making type-high and like activities. The C. & G. machine's applicability hereon is then detailed.

HEAVY STUFF, *by* UNITED AMERICAN

MARCH SAW Vol. 1, No. 1, of a "house publication" by the United American Metals Co., Brooklyn and Chicago. The purpose is stated as follows: "To be a publication for the instruction of buyers and users of type-metal." There are a mighty good lot of brief but pointed inspirational items, poems and articles, and a review of the metal market. It's pocket-size, practically made up, and presages a series of good issues.

WALTER D. TEAGUE'S "TYPOGRAPHIC

BORDERS" are shown in completed series by the American Type Founders Co. A fascinating and unending number of specimens are included in the very tasty brochure. There are a multitude of lessons for the printer and for the designer and buyer of advertising. The publication also shows sizes and prices of *Nicolas Cochin*, and (*ditto*) italic; brass rule for catalogs and booklets, and reminders about the usefulness of the Kelly Automatic.

GOES PRINTERS' HELPS EXTENDED

THE GOES Lithographing Company, Chicago, has expanded its line of lithographed blanks by several new items. Steel litho bond blanks are carried in stock in blue, brown, green and orange, without coupons, or with ten, twenty, thirty or forty coupons. Coupon sheets are available for these blanks. Building and loan certificates are available with lithographed bodies or blank, for overprinting by letterpress process. Short time notes are carried with ten coupons.

"NPJ" ROUND TABLE
(CONTINUED)

MONOTYPE TABLOID, PHILADELPHIA, Vol. 1, No. 1

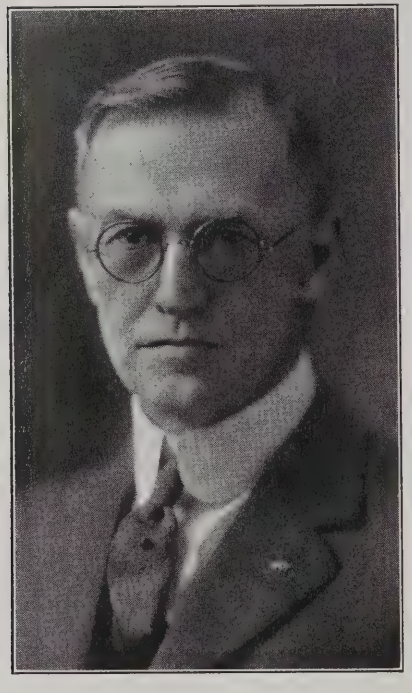
THE LANSTON Monotype Co., has begun the publication of a tabloid-size monthly, first issue 8 pages, dedicated "to tell the facts concerning where and how Monotypes are serving printers, publishers, advertising and trade typographers, etc.; and to disseminate information on various matters in which its readers may be interested." The first issue refers almost entirely to newspaper plant showings, but subsequent issues will cover the entire field of Monotype uses. Newspapers in many sections of the country are represented in the first issue, in story and picture.

TWENTY-TWO EDITORS, SAYS THE COVER

OF A RECENT publication by Rich & McLean, Inc., New York, makers of "the better magazine for less money." The cover also lists the "editors." The twenty-four pages contain facsimiles of letters of approval for the Rick & McLean product. A good idea in the use of "testimonial" form of advertising; 4½x6¾.

SPECIAL HONORS FOR M. MAURICE DANIELS

THE MANAGER of the Cleveland House of the American Type Founders Co. has just received a remarkable official appreciation from Tyrian Lodge, No. 370, F. & A. M., of that city—he being a past master and secretary:



M. M. ("*Mike*") DANIELS

"What a power for good Mike has been to us! What an exponent of order, of timeliness, of forethought, of precision! What he aimed at he hit. What he wanted anybody to do, they did it; and in the doing thereof they did it for us all. For Mike is ever thinking of others, and thinking too of how they may be bettered by his thinking. Never is there any lost motion in Mike. Friendship is active in him. His soul is not stagnant nor his heart chilled. May God bless him and lengthen his days and bring him at last unto Peace, where we all hope to join him, and where our prospects of being together are all the more certain if we do our utmost to be like unto Mike Daniels."

Mr. Daniels entered the Cleveland Type Foundry in 1885 and continuing the position with the American at Cleveland and Detroit. In 1889 he succeeded Frank B. Berry, now president of the American Type Founders Co., as manager of the Cleveland House. He is widely connected in Cleveland civic, art and advertising circles, and is a Shriner, a Consistory Mason and Knight Templar.

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TWELVE DRAWINGS by T. M. CLELAND

UNDER THAT TITLE, the West Virginia Pulp & Paper Co., New York, (Westvaco Papers) has issued a neatly-boxed set of pictures illustrating some of the uses of paper, in a manner unusually picturesque. Mr. Cleland uses the figures and settings of the romantic period of the mid-eighteenth century in France. The printing was done from Ben Day plates in a method especially devised for this series. The following Westvaco Papers are used (to show "A Westvaco Surface for Every Printing Need"): Clear Spring English Finish; Westvaco Folding Enamel; Westmont Enamel; Clear Spring Text; Velvo-Enamel; Marquette Enamel; Clear Spring Sper; Sterling Enamel Westvaco Eggshell; Westvaco Super; Westvaco M. F., and Minerco Bond.

NEW ERA PRESS IS DESCRIBED IN DETAIL

BY THE New Era Mfg. Co., Paterson, N. J., in a recent announcement featuring "the fastest flat-bed press on the Market." It is a roll feed, flat-bed and platen, built in sections. These may be assembled as desired to print one or more colors on one or both sides of paper, cloth or cardboard; it also slits, punches, perforates, numbers, cuts and scores, and re-inforces and eyelets tags—with other special operations all in one passage through the press. In delivery it slits, cuts into sheets or rewinds, and counts and separates in batches as may be desired. The variety of uses shown is exceptionally long and interesting. Various sizes are offered.

MANAGER FOR PUBLISHERS' REPRESENTATIVES

ANNOUNCEMENT has been received that George W. Cushing, who recently resigned as secretary of McKinney, Marsh & Cushing, Inc., Detroit advertising agency which issued the series of Ford advertisements offered to newspapers and Ford dealers—as described in "*NPJ*" recently—has become Detroit manager of the American Press Association, publishers' representatives, which recently issued a new form of contract with newspapers upon consultation with various field managers, the new form being calculated to meet objections from newspapers to the previous contracts and methods used by the association. Mr. Cushing will specialize in automotive accounts. He was formerly with the Winningham agency at Detroit, and with the Buffalo offices of Barton, Durstine & Osborn; also with the Hudson Motor Car Co., part of the time as advertising manager. He held a similar position at one time with the Federal Motor Truck Co. He has seen service as newspaper reporter and editor.

GEO. W. CUSHING

While Mr. Cushing was with McKinney, Marsh & Cushing, that firm handled the so-called "seven million dollar Ford advertising appropriation." He spent a good deal of time and effort to aid publishers in efficiently getting local Ford dealers to advertise in local papers, after the Ford company withdrew its advertising campaign. This writer predicts that Mr. Cushing will be able to meet a presently great need, in making clear the actual difference between the service and possibilities of advertising agencies and of publishers' representatives.—*J.L.M.*

MONARCH METAL RENOVATOR DESCRIBED

COMING IN A NEAT filing folder, interestingly imprinted on the cover, the Monarch Engineering & Manufacturing Co., Baltimore, has issued a budget of well-illustrated pieces of descriptive matter for its metal furnace and also its (new) Monarch Metal Renovator. The latter is set forth as being able to save 75% of new metal from each 100 pounds of dross. The folder evidences successful use of the device in a number of plants. The renovator occupies but 2½ feet of space, can be placed adjacent to the pot (the renovator is not a metal *furnace*), so dross can be thrown immediately into the renovator, thus eliminating storage or packing. Operation is simple—lighting burner, turning on motor, charging a certain amount of prepared flux, allowing run of about 40 minutes, and pouring. Cost of operation is stated to be not over a quarter of a cent a pound.

BOOKS : : : PUBLICATIONS

A SHORT HISTORY OF STEREOTYPING

By GEORGE A. KUBLER, (President, *Certified Dry Mat Corp.*, New York.) 93 pp.—This book is fascinating, and so complete and easy-to-read that one desires to recommend it not only to those closely interested in stereotyping, but particularly to that great host of newspaper workers, newspaper advertisers and others which can profit immensely by getting a true and intimate picture of the art—many, many need it; and it is not merely a matter of lack of appreciation for stereotypers and stereotyping, but actually a matter of wasteful lack of co-operation and other items which can only be ruled out by more intimate knowledge of the subject among those whose work somewhere along the line contacts with the stereotyping department. The book contains a sequence of historical and mechanical facts. Mr. Kubler, in a finely-spirited foreword says:

"If it will serve to only one purpose, namely to instill in the American stereotyper the conviction that stereotyping is an *ART*, born through centuries of unceasing toil on the part of eminent men and that in doing his daily bit he is carrying on the traditions of a craft, and thus take additional pride in his work, I will feel most amply repaid for the time and labor I have spent in gathering the material contained in this booklet."

Chapter headings start with "Origin and Development of the Art of Printing." It is revealed that the first attempt at stereotyping has

Style B KELLY No. 5000

Press at left is Style B KELLY Special No. 5000, with Extension Delivery and Kelly Gas Heater, installed in the plant of Kalkhoff Company, *216 West 18th Street, New York*

Mr. Kalkhoff purchased his first Style B Kelly Serial No. 729 in May, 1918. Nine years of constant service on KALKHOFF quality printing has given him an appreciation of the sterling value of Kelly Presses. *The inevitable repeat order followed when a new automatic was needed.* The Style B Kelly on the right is No. 729 handling a fussy process magazine insert on heavy coated paper. Note how easy slipsheeting is accomplished when work requires this handling.

THE OPINION OF THIS FINE PRINTING CONCERN
IS WORTHY OF YOUR CONSIDERATION

The
KALKHOFF COMPANY
Printers ~ New York

March 22, 1927.

American Type Founders Company,
461 Eighth Avenue,
New York, N. Y.

Gentlemen:

We wish to express our appreciation for the speed and service you rendered us in installing our new Kelly Press. This press is now in operation, and we are pleased to say that it is turning out work that is up to the Kalkhoff Company standard.

As you know, the reputation of this company has been built entirely on quality work, and the decision to install another Kelly Press was reached after a careful check of the results produced by the first Kelly Press, which has been in our plant for many years.

The new Kelly Press is meeting satisfactorily all the strict requirements of our pressroom, and we unhesitatingly recommend the Kelly Press to anyone desiring the finest possible in presswork.

Sincerely yours,
THE KALKHOFF COMPANY
E.G.Stacy

216 West 18th Street ~ Telephone Chelsea 7373

Kelly Presses, Parts and Service available at all Selling Houses and Agencies of the

American Type Founders Company

Sold also by Barnhart Brothers & Spindler, *all selling houses;* Sears Company Canada Limited, *Toronto-Montreal-Winnipeg;* Alex. Cowan & Sons, Ltd., *all houses in Australia and New Zealand;* Canadian-American Machinery Co., *London, England;* National Paper and Type Co., *Central and South America, Mexico, Cuba, Porto Rico and West Indies*

EXHIBITOR
GRAPHIC ARTS EXPOSITION
New York *Sept. 5-17, 1927*

SET IN MEMBERS OF THE GOUDY FAMILY

6 POINT REPRODUCING TYPEWRITER

Johnsonized

WE are offering now, subject to prior sale, the following high grade, remanufactured, printing machinery. These machines include all of the standard equipment that is with similar machines when new. We also furnish a competent mechanic to superintend the installation in your plant.

One No. 1 Miehle Two-revolution Printing Press, bed 39 x 53, four form rollers, table distribution, impression trip, convertible sheet and fly delivery; a high grade combination press for job, book and newspaper work. It will print four pages seven column, 13 em, or four pages eight column, 12 em. Accurate register guaranteed.

One No. 4 Miehle Two-revolution Printing Press, bed 29 x 41, four form rollers, table distribution, impression trip, convertible sheet and fly delivery; a high grade combination press for book, job and newspaper work. Accurate register guaranteed.

One Pony Miehle, bed 26 x 34, two form rollers, table distribution, impression trip, combination printed side up and down delivery.

One Huber Two-revolution Printing Press, bed 37 x 53, four form rollers, table distribution, impression trip, front fly tapeless delivery; will print four pages seven column. This press has with it an Omaha attached Folder and a variable speed electric motor. It is a very good combination job and newspaper printing press at a very reasonable price.

One Babcock Optimus Two-revolution Printing Press, bed 34 x 47, four form rollers, table distribution, impression trip, front sheet printed side up delivery.

One New Series Cottrell Two-revolution, bed 44 x 56, four pages seven column or eight column; a high grade modern job and book printing press with four form rollers, table distribution, front convertible delivery delivering the work printed side up or down as desired.

One Campbell Century Two-revolution Printing Press, bed 26 x 35, front fly tapeless delivery, table distribution, trip, double set of air springs; a high speed job machine.

Also

One with bed 26 x 31. It will make an ideal machine for an office doing job work and printing two pages of a six column paper at a time. It is a high speed machine and easy to get at.

One Cottrell Two-revolution job printing press, bed 26 x 39, four form rollers, table distribution, trip, and front fly delivery. Will print two pages seven column, 13 em, or eight column, 13 em; a very high grade press in first class condition.

Send for a complete list of Johnsonized machinery; also for information on any new machinery or equipment that you are interested in. We are complete outfitters, handling such machinery as the Chandler & Price and Challenge Products; Morrison Perfection Wire Stitchers; Vandercook Proof Presses; Baum, Liberty and Mentges and Omaha Folders; and Hamilton Steel and Wood Composing Room Equipment.

C. I. Johnson Mfg. Co.

48-50 East 3rd St. 143-5-7 So. Wabasha St.

Saint Paul, Minnesota

"NPJ" ROUND TABLE
(CONTINUED)

been traced to China, in 1041. Europe got the idea in 1701. William Ged, Scotchman, receives worthy recognition for his contribution to the art. Various processes are detailed and the dry mat process, now coming into use very rapidly in hundreds more of newspaper plants, gets attention.—*J. L. M.*

THE FLEURON, A Journal of Typography,

Edited by STANLEY MORRISON; *Continental Typefounders Assoc., Inc.*, New York; Demy Quarto cloth, pp. xvl & 246, with 82 blocks in the text, and 25 plates of which 16 are in color and 6 in hand photogravure, $7; de luxe ed. $25. No. V Contents: "The Work of Karl Klingspor," by Julius Rodenberg, Leipzig, translated; "J. E. Laboureur, Illustrator," by Paul Istel; "William Blumer," by H. V. Marrot; "Towards an Ideal Italic," by Stanley Morison; "The Garamond Types," by Paul Beaujon; insets and reviews.

WHERE and HOW to SELL MANUSCRIPTS

By WILLIAM B. MC COURTIE; $3.50, *The Home Correspondence School*, Springfield, Mass.—This is a new, revised (fourth) edition of a book which has long ago earned its place among those who can and do write successfully for publications—trade papers, class magazines, general magazines, etc., etc. It covers a complete guide to the literary markets of the U. S. A., Canada, Great Britain and English colonies. Its purpose is to give full information on *where to find a market* for a particular kind of writing, and *how to approach the market.* There are chapters, too, on preparation of *mms.*, authors' rights, copyrights—so it is more than a guide and manual for authorship, but a most valuable work on the business side of that profession, covering a big need. This writer, reading some veritable mountains of *mms.*, is grateful to the author and publisher of *"Where and How to Sell Manuscripts"*. No doubt, others who pass finally on articles, features and pictures offered for publication, and try to do a decent job of it, join this writer in the appreciation for the book and its possibilities. These publishers have produced a fine array of books for writers and editors by J. Berg Esenwein, Carolyn Wells, E. M. Wickes, Henry Albert Phillips, Robert W. Neal and other competent men and women who "speak from experience."—*J. L. M.*

ASSOCIATION ELECTIONS

ARIZONA PRESS CLUB—President, Arthur Powell, Nogales *Herald;* vice-presidents, Cameron Giragi, Winslow *Mail*, Jack Lynch, Arizona *Republican*, William Kelly, Tombstone *Epitaph;* secretary, E. O. Whitman, Industrial Congress.

CHICAGO PRESS CLUB—President, Major Harry W. Lee; vice-president, Paul H. Hughes; secretary, James Mulroy; librarian, John Drury; treasurer, Louis K. Fisher.

INTERSTATE CIRCULATION MANAGERS ASSOCIATION—President, Howard Lee, Philadelphia *Inquirer;* first vice-president, Albert V. Ambrose, Trenton (N. J.) *Times-Advertiser;* second vice-president, Harry W. Cullis, Chester (Pa.) *Times;* secretary-treasurer, John H. J. Kuntz, Lancaster (Pa.) *Intelligencer and News Journal.* Directors: L. P. Rutherford, Wilmington (Del.) *Every Evening;* W. D. Miller, Washington (D. C.) *Post;* Edward S. Dobson, Brooklyn (N. Y.) *Times.*

LABEL MANUFACTURERS' NATIONAL ASSOCIATION—President, George K. Dorsey, Baltimore; executive secretary, H. A. Dickie, New York.

MIDWEST CIRCULATION MANAGERS ASSOCIATION—President, Roy F. Bailey, Salina (Kans.) *Journal;* vice-president, G. V. Allen, Wichita (Kans.) *Beacon;* secretary-treasurer, G. R. Boyd, Independence (Kans.) *Examiner.*

NEBRASKA PRESS ASSOCIATION—President, Homer D. Leggett, Ord *Quiz;* vice-president, Charles R. Kuhle, Leigh *World;* treasurer, Frank O. Edgecombe, Geneva *Signal;* secretary, Ole Buck, Lincoln.

OREGON NEWSPAPER CONFERENCE—President, Ralph R. Cronise, Albany *Democrat-Herald;* secretary, George Turnbull, Eugene.

MINER COUNTY (S. Dak.) PUBLISHERS—President, C. S. Munger, Carthage; secretary, J. G. Willis, Howard.

NEWS : : : EDITORIAL

WORTH-WHILE SLANTS FOR EDITORS

R. E. PARK, Ph. D., professor of Sociology, University of Chicago, over Station WMAQ, Chicago (Ill.) *Daily News,*

: : : The thing that characterizes the American newspaper and distinguishes it from the press of European countries is the emphasis that it puts upon news. The yellow press democratized the news, and in doing so, for good and for ill, enormously increased the number of newspaper readers.

Originally newspapers were the party organs. The editor was a public character, and the editorial page dominated the newspaper. The independent press emphasized news as over against editorial. News increased circulation, and so made the press independent of parties. Incidentally, this change undermined the political parties and fundamentally changed the character of the political process in America.

The yellow press, by dramatizing the news, and emphasizing what is called "human interest," created a popular form of literature. The effect was to enlarge the reading public still further. Incidentally, this quite altered the character and function of the newspaper.

The "muckraker," the reformer, and, in fact, social politics, were

STANDARD
ADVERTISING REGISTER *and* SERVICE

(1927 Edition Just Off the Press)

THE Standard Register lists upward of 8,500 national advertisers giving the name and address of the advertising manager, name and address of the agency, the type of mediums used, and time of making up the appropriations. With weekly and monthly revisions this is corrected up to the current week.

The Standard Agency List contains over 1,500 advertising agencies, giving a list of the accounts of over 800 of them. It gives the personnel, branch offices and recognition of these agencies.

The complete service consists of:

1. *The Register with monthly supplements revising same.*
2. *Agency List revised three times a year.*
3. *Geographical Index listing geographically all the national accounts and the advertising agencies.*
4. *Weekly Bulletins.*
5. *A Service Bureau.*

Extreme care is used to make this Service correct and timely.

The Standard Advertising Register is the Best Planned—Most Correct—Efficient

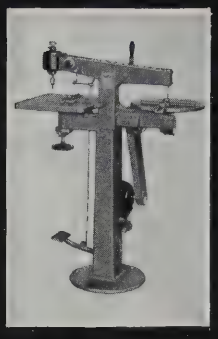
For complete details consult our nearest office.

National Register Publishing Co., *Inc.*

R. W. FERREL, *Manager*

15 Moore Street, New York City
140 S. Dearborn Street, Chicago
209 California Street, San Francisco
7 Water Street, Boston
925 Walnut Street, Philadelphia

C & G



C & G Trimmiter

C & G Router, Jig-Saw & Type-High

Strip Material Doubly Valuable

when it is cut and mitered on C & G Trimmiter—with no wasted metal, no wasted time, and with perfect ends for joining.

and then—with the C & G Router, Jig-Saw and Type-High Machine to do other precision cutting, and planing, you have a complete equipment to trim everything —*including costs.* Write for details.

Designed and Made by

Cheshire & Greenfield Manufacturing Co.

182-184 E. Clybourn St., Milwaukee, Wis.

PROFIT .... by freeing your type from standing forms

Millions of dollars in the aggregate, are tied up in standing forms. How much of your money goes to make up this total, and unnecessarily so?

If you have a standard job press, you are equipped to mold your own Certified mats from which you can make your own stereotypes upon a moment's notice.

If you are interested in saving yourself some money, and giving your customers even better service, our Certified Printers' mat proposition should appeal to you.

Certified Dry Mat Corp.,
338 Madison Ave.,
New York, N. Y.

Date.....

Gentlemen:

You may send us a sample of your Certified Printers' Mat, together with full particulars. There is no obligation on our part.

NAME.....

ADDRESS.....

By.....Title.....

"*NPJ*" ROUND TABLE
(CONTINUED)

created in America largely by the yellow press. The popular magazines merely took up themes which had already been exploited by the newspapers. The social survey is, or was at the outset, merely an effort to do, in a more accurate and objective way, what the crusades initiated by the newspapers had already done.

Newspapers are no longer yellow in the sense in which that term was originally used. Newspaper circulations are still increasing, but this increase is due largely to the increasing literacy of the community, and to consolidation of the newspapers. Newspapers now have a new orientation. They are becoming departmentalized and specialized. New York and Boston have evolved class papers. Where the newspapers still seek to reach the whole community, as in Chicago, they have assumed the character of a department store—"something for everyone."

EDITORIAL ROOM INSTRUCTIONS

As They Appear on the walls of the Worcester (Mass.) *Telegram-Gazette,* in large plain lettering, the sign being 8 feet long:

Get The *News, Get* all the *News!*
Get it in full *Detail! Get* all sides.
Let there be *No Prejudice; No Favoritism.*
Serve the *Public Absolutely!*
Be sure *You Have All* the *Facts, That You*
Have them *Right, Then* Hustle them into *Copy,*
Into Early Copy, Written in the Clear,
Quick Language of the *Living!*
Get the *News, Get All* the *News!*

"AN EDITOR'S MAIL"; FACTS, not THEORY

Editor Noyes, Ironwood (Mich.) *Daily Globe,* got thirty-six pieces of mail in one delivery asking free publicity; *to wit.*: Eight from Washington, all "franked"; five from automobile concerns; one or more from (each) motion picture concerns, life insurance companies, radio concerns, financial enterprises, public utility promoters, live stock show, boosts for railway traffic, hotels, fire extinguisher company. The checkup was not specially prearranged. Editor Noyes simply went over the mail one morning recently and counted 'em up. He has often received a lot more in one day, he believes. Ironwood has 17,000 population.

CORRECTION — Gardner Campbell, Wakefield (Mass.) *Daily Item,* has just advised "*NPJ*" of an error in prices, in our recent reviews in this department of his "*Wakefield Plan*" and "*Style Book*". The price should have been stated as $2 until April 30, and $3 after May 1, 1927. "*NPJ*" greatly regrets the mistake, which at least was annoying to Mr. Gardner who states he has heard from several of our readers since the review was printed.

A "LIVE-WIRE" REPLY TO CRITICS

Willard G. Bleyer, head of Wisconsin University Journalism, in an address to the Optimist Club at Milwaukee, Wis.:

"Don't worry about newspapers crime news. Worry, rather about why there is crime. **Are the newspapers to be edited for children and for moral degenerates, who might be badly influenced by vice news, or are they edited for intelligent men and women who must know conditions to combat them?** The wages of sin is publicity. A knowledge of the prevalence of crime is the public's check on the activities of its public servants. Newspapers do a service that helps to clean up crime. The publication of crime and of criminal proceedings is a powerful deterrent to crime, because many weak persons would indulge in it if they did not fear newspaper publicity. Publication of crime news drives from office many who are unfit, even though they are never convicted in court.

"Of course some papers sensationalize news in an unhealthy manner, but they are not the average papers."

MORE "ADVICE TO LOVELORN PRESS AGENTS"

The Kablegram, Mt. Morris, Ill., recently carried a page story with this head: "Let's Get Into Print. Some practical suggestions for using the newspapers to secure free and very valuable publicity for the activities of a particular organization and which are applicable to other similar bodies. By Joseph J. O'Connor, publicity agent, Catholic Daughters of America. (Courtesy Catholic Daughters of America Herald)." The editor of *NPJ* gets several hundreds of trade publications every

Why a Miller?

BECAUSE the name "Saw-Trimmer" is synonymous with the name "MILLER"—originated by the Miller Saw-Trimmer Company more than twenty years ago, since which time more than 8000 have been sold.

BECAUSE no imitator has ever introduced a machine that functioned so well or possessed the "MILLER" super-excellence in design, workmanship, precision and convenience.

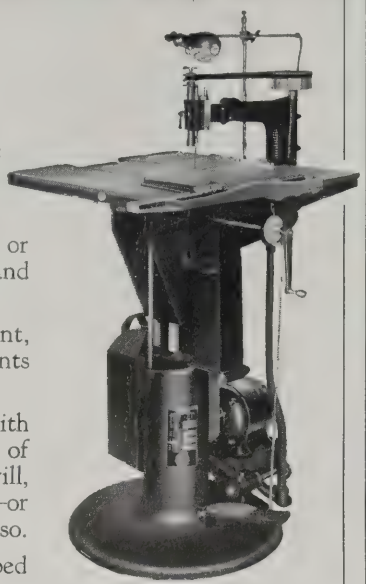
BECAUSE no imitator has ever approached the "MILLER" standard of efficient, economical service as measured in dollars and cents values.

"The Little Miller"

Miller Printer's Bench Saw-Trimmer and Cabinet

BECAUSE you cannot afford to experiment with doubtful so-called "trial propositions" in the face of time-tried "MILLER" SUPREMACY. You will, as have others, eventually install the "MILLER"—or like some who have experimented, regret not doing so.

There are a hundred and one other reasons—described and pictured in the Miller Saw-Trimmer Catalog—a postal brings it.



Miller Heavy-Duty Saw-Trimmer with Router and Jig Saw Attachment

Miller Saw-Trimmer Company

PITTSBURGH, U. S. A.

ATLANTA—BOSTON—CHICAGO—DALLAS—DETROIT—LOS ANGELES
MINNEAPOLIS—NEW YORK—PHILADELPHIA—SAN FRANCISCO
MILLER & RICHARD—TORONTO—WINNIPEG—VANCOUVER

RULES CUT AND MITERED ON A MILLER SAW-TRIMMER

GOES STEEL LITHO

Certificates and Bordered Blanks

The new line is composed of 16 styles including Certificates with the regular corporation wording upon them, open faced or blank body Certificates, Bordered Blanks, and a beautiful series of Common and Preferred Certificates.

A complete sample set is yours for the asking.

Be prepared! Have these beautiful new samples at hand for your next prospect.

So beautiful, so impressive, so inherently suggestive of value are these new Goes Blanks that they are certain to fascinate you—to win your immediate approval.

Each time you finger one, you will instinctively admire the beautiful cuttings of the engraver's needle, the sharpness and the detail of fine lithography, and the crackle and the enduring qualities of fine Goes Linen Bond paper.

This beautiful new Line of Blanks has been designed and produced to meet a persistent and constantly increasing demand for a line of *Lithographed* Stock Certificates and Bordered Blanks of exceptional quality—a line of *Lithographed* Blanks which will reflect the value of every issue printed upon them and the merit of every organization which uses them—*a line of Blanks high in quality, rich in appearance, yet reasonable in price.*

GOES LITHOGRAPHING COMPANY
41 West 61st St., Chicago (3826A)

© Goes

1927 Press Room Economies

BOOK-NEWS BLACK — Pronounced by many publishers as the best Book-News Ink they have ever used It's made to suit the requirements of smaller newspapers and it's SO GOOD you can use it on a better class of printing.

This ink is shipped in steel containers, eliminating waste and leakage and the unpleasant GOBS of ink on the press room floor. You execrate these unpleasant conditions. We remedy them for you.

DITTO HALFTONE BLACK—A superior black for coated papers. Prints clean; sets quickly; dries hard.

1927 RED—A brilliant Red with bronze overtone. Suitable for all commercial work.

BRONZE BLUE No. 1—With a strong reddish metallic over cast.

FINE JOB BLACK—Adaptable to all Gordon work.

28 lb. Book-News Black ..	$ .18	$5.04
3 lb. Halftone Black	1.50	4.50
1 lb. 1927 Red	1.50	1.50
1 lb. Bronze Blue	1.50	1.50
1 lb. Fine Job Black	1.00	1.00
		$13.54

This Shipment to you prepaid for $10.00.

It's an economical buy from the point of quality and price. Try it! If you aren't more than pleased after a try-out we'll gladly refund your money.

You may increase or diminish the four job inks to suit your requirements.

News inks must be shipped in advertised quantities.

◈◈

Dunham-Watson Co.

PRINTING INKS LITHO

638-44 SOUTH CLARK STREET

PHONE HARRISON 5859

Chicago

Branch Office:

MILWAUKEE, WIS.

Broadway 8576 368 Milwaukee St.

"NPJ" ROUND TABLE
(CONTINUED)

month. Many, many lines of industry are at present the beneficiaries of "advice to the lovelorn press agents". No doubt the same thing is going on in other fields of enterprise, sects, creeds and whatnot. But, who knows anything really definite about all the *"underground"* stuff that is being pulled? *There's* the real "niggers in the woodpiles". Watch, brothers!—*J.L.M.*

ADVERTISING : : : IDEAS

KEEP CHECK ON ADVERTISING PAYROLL

H. M. Carney, finding that the payroll of the advertising department was growing faster than the volume, used the following formula:

"Much emphasis has been placed on Composing Room Costs, but how many publishers ever figure on Advertising Department Costs, Business Office Costs and Editorial Room Costs? I mean intelligent analysis—not just a weekly inspection of the pay-roll.)

"FIRST: Do NOT average your advertising pay-roll cost by comparing total advertising income with advertising department pay-roll cost.

"SECOND: For comparative purposes, get your total number of INCHES of local display run for, say the year 1915. Find out how many people were on your advertising staff at that time.

"THEN: Get your total INCHES of local display for the past twelve months, and the NUMBER OF PEOPLE ON YOUR ADVERTISING STAFF AT PRESENT. Compare these last figures with those of 1915. The result will quickly tell you whether or not your executive system has slipped badly.

"After you have made this comparison, you can go into cost figures per page on local solicitation. Reduce your total inches for the year 1915 to pages by dividing the total by the number of inches on your page. Divide your total advertising pay-roll for 1915 by the number of pages of advertising for the year. Do the same for the past twelve months and compare the result with 1915. You may get a jolt—perhaps you need it. The publisher who is willing to dig up jolts for himself and then ACTS is the one who will make money."—From *Pennsylvania Newspaper Publishers' Association* Bulletin.

ADVERTISING COPY DEADLINE

New Rules of the Clinton (Ia.) *Herald*: "In order to assure insertion of advertising you must abide by the following schedule:

DAILY COPY EXCEPT FRIDAY

PAGE-AD or larger—Copy must be in the Herald Office by NOON of day preceding insertion.

QUARTER PAGE to 7 columns—Copy must be in the Herald Office by 3:30 P. M. of day preceding insertion.

Copy for any specified page must be in the Herald Office by 5:30 P. M. of day preceding insertion.

All other Copy irrespective of size must be in the Herald Office by noon of day of insertion.

COPY FOR FRIDAY INSERTION

PAGE AD or larger—Copy must be in Herald Office by NOON Thursday.

QUARTER PAGE to 7 columns—Copy must be in the Herald Office by 3:30 P. M. Thursday.

All other copy irrespective of size must be in the Herald Office by 5:30 P. M. Thursday.

NOTIFICATION OBLIGATORY

The Clinton Herald is to be notified that copy is ready sufficiently in advance of above deadline hours to permit our representative to call for same before that time.

The constant advancing of the departure time of trains and the great number of Heralds being sent on the busses leaving at 4:00 P. M. makes it absolutely necessary that the paper goes to press at 3:30 o'clock or before.

There will be no deviation from the above schedule and strict adherence to it will be enforced

THE CLINTON HERALD."

WHEN IT'S BEST TO INCREASE RATES

A Writer in the bulletin of the Bureau of Advertising, A. N. P. A., says: "When it was necessary to raise a rate, I always did it in either October or March. Stores are just entering their big seasons at these months. Business ahead looks good. Sales are active. The merchant will be more friendly to an increase in rates at this period than any other.

"If you raise your rates in January, for instance, you find

The Genuine New Model Rosback Perforator

(Foot Power)

What Do You Think of This?

15-inch - - $120.00 24-inch - - $150.00
20-inch - - 125.00 28-inch - - 200.00

F. O. B. Factory

For a GENUINE ROSBACK with extra heavy inlaid tool steel die, guaranteed for 5 years and special music wire punches, micrometer adjusting table gauges and steel stripper and a feature for close to the edge perforating.

WE DON'T KNOW HOW TO BUILD 'EM BETTER

Manufactured by

F. P. ROSBACK COMPANY, Benton Harbor, Mich.

The Largest Perforator Factory in the World

FOR IMMEDIATE SHIPMENT AT ALL SELLING HOUSES

Printing Machinery and Supplies

Chandler & Price Presses • C. & P. Craftsman and Auto Clamp Power Cutters • Colt's Armory Presses Cutters and Creasers • Boston Wire Stitchers • Boston Staple Binders • Challenge Machinery Co. Products Lee Two-Revolution Press • Diamond Power Cutters • Hamilton Manufacturing Company Wood and Steel Equipment Kelly Automatic Presses • F. P. Rosback Company Products • H. B. Rouse & Company Products • Type, Borders and Ornaments • Metal Leads and Slugs • Brass Rule and Metal Furniture • Potter and Poco Proof Presses • Vandercook Proof Presses • Southworth Machine Co. Products

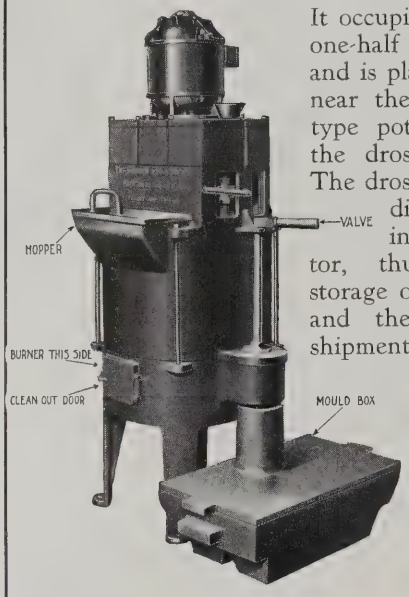
AMERICAN TYPE FOUNDERS COMPANY

BOSTON, MASS.
NEW YORK CITY
PHILADELPHIA, PA.
RICHMOND, VA.
BALTIMORE, MD.
BUFFALO, N. Y.
PITTSBURGH, PA.
CLEVELAND, OHIO
CINCINNATI, OHIO
ATLANTA, GA.
CHICAGO, ILL.
DETROIT, MICH.
ST. LOUIS, MO.
MILWAUKEE, WIS.
MINNEAPOLIS, MINN.
KANSAS CITY, MO.
DES MOINES, IOWA
DENVER, COLO.
PORTLAND, ORE.
SAN FRANCISCO, CAL.
SPOKANE, WASH.
LOS ANGELES, CAL.

EXHIBITOR
GRAPHIC ARTS EXPOSITION
New York *Sept. 5-17, 1927*

THE MONARCH METAL RENOVATOR

—is used in stereotyping departments for the direct reclaiming of new metal from dross.



It occupies but two and one-half feet of space and is placed preferably near the larger stereotype pots from which the dross is skimmed. The dross can be immediately thrown into the Renovator, thus eliminating storage of same in cans and the packing for shipment to the smelter.

The Monarch Metal Renovator will reclaim 85% new metal from your dross thereby effecting a substantial saving and maintaining the quality of your metal.

Write for Particulars

The Monarch Engineering & Mfg. Co.
1206 American Bldg., Baltimore, Md., U. S. A.
WORKS, CURTIS BAY, MD.

EXHIBITOR
GRAPHIC ARTS EXPOSITION
New York *Sept. 5-17, 1927*

Daily Newspapers Need the ROCKAWAY Automatic Space Band Cleaner

The ROCKAWAY Automatic

Will Clean Your
Linotype and Intertype Spacebands
Faster, Better, More Economically
Than It Has Ever Been Done Before.
It Applies Graphite in Just the Right Quantity.

Machine Sent on Ten Days' Trial

The Rockaway Co.
3508 Wisconsin Avenue Milwaukee, Wisconsin

"NPJ" ROUND TABLE (CONTINUED)

the business man just when he is going over his books and getting ready to cut down expenses.

"Then again in the national field, March and October, also find the bulk of the schedules over. Business is placed. New business has not begun. A rate change makes less trouble than at any other season of the year.

"One other thing, I found helpful," said this man, "was to keep my rate change *an absolute secret* until the day it was to be put over. I never took anyone into my confidence, but worked it all out and then took it up finally with the owners and my superiors and had it approved. Then the rate cards were secretly printed and when the day came, I would call in my staff at 9 o'clock in the morning, hand them the new cards and announce that the rates had gone into effect five minutes ago. My reason for the secrecy was that all members of all staffs are inclined to hurry up business and get year contracts in if they know a rate change is coming."

ATTRACTIVE PROGRAM IS ISSUED

THOSE INTERESTED in association progress should see the program issued for the fifteenth annual newspaper institute,

SATURDAY
AFTERNOON,
FEBRUARY 19
Room 233, Philosophy Hall

1:30 o'clock

REACTION TO CIRCULATION CONTESTS
C. F BROWN, The Stanwood News
J. C. CARPENTER, The Arlington Times
H. P. EVEREST, The East Side Journal, Kirkland

TWELVE-EM VS. THE THIRTEEN-EM COLUMN
Round Table Discussion Led by
E. T. HAZELTINE
The South Bend Journal

UNIFORM ACCOUNTING
Round Table Discussion Led by
R. E. REED
The Kennewick Courier-Reporter

A PAGE FROM THE WASHINGTON PROGRAM

University of Washington School of Journalism, recently. It was a splendid job, in highest taste, and is quite in contrast to many of the invitation-programs issued in various sections.

WINS IN "COPY REJECTED" CASE

A NEWSPAPER has the right and duty to refuse to publish advertising that is misleading, untrue or otherwise contrary to ethical standards, according to a New York Supreme court in a decision for the Rochester *Times-Union* against the Amalgamated Furniture Factories, Inc., of Rochester. It is interesting to note that the court stated there has been no similar suit and no precedents. The *Times-Union* had entered into a conract to run 15,000 lines of advertising, but after investigation asserted that the copy was misleading. The furniture company in bringing suit claimed, in effect, that it would be impossible to do business in Rochester unless its advertising was accepted and printed by the paper. The latter's contract forms state "All Copy Subject to Approval". The court said: "Irrespective of that, the defendant was under no contract obligation to publish untrue statements; it not only has the right but it was charged with a duty to refuse to give publicity to statements known to be untrue." (*Printers' Ink*).

"PUFFS" IN ADS PERMISSIBLE

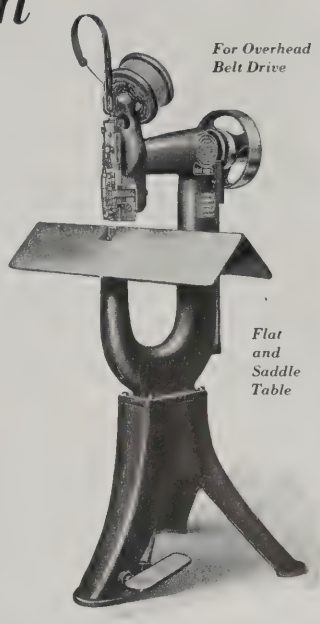
YOU MAY "puff", in the time honored custom, but not clearly misrepresent in the writing of advertising copy. Such is the deduction from the recent decision of the U. S. Circuit Court of Appeals in a case involving Ostermoor & Co., Inc., mattress manufacturers. The court refused to agree with the Federal Trade Commission that the labels used by the Ostermoor organization involved deliberate and gross misrepresentation, even though exaggerating the characteristics of the product.

"The time honored custom of at least merely slight puffing—unlike the clear misrepresentation of the character of goods—has not come under a legal ban." the court declared.

The BOSTON Wire Stitcher No. 2
for High Production

250 *stitches per minute* obtainable on the Boston Wire Stitcher No. 2. When ordered motor equipped, this speed may be reduced by the variable speed controller to about 125 stitches per minute to accommodate work not easily handled. This wide range of speed is possible only on the No. 2 Boston and permits it to meet every requirement of pamphlet and kindred stitching, and other work up to the full maximum rating.

Capacity two sheets to one-fourth inch, flat and saddle table, single adjustment for working parts, friction clutch, four surface cutters, vertical feed



The No. 2 and all regular sizes carried in stock by our Selling Houses

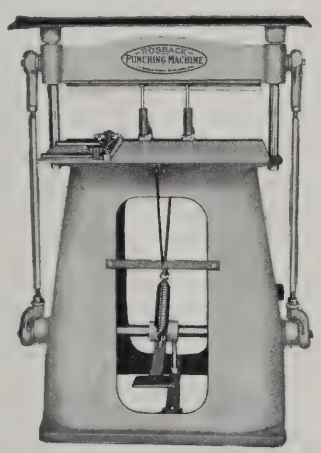
American Type Founders Company
GENERAL SELLING AGENT

EXHIBITOR
GRAPHIC ARTS EXPOSITION
New York *Sept. 5-17, 1927*

Sold also by Barnhart Brothers & Spindler, *all selling houses; in Mexico and South America by* National Paper and Type Company; *in Canada by* Sears Company Canada Limited, *Toronto-Montreal-Winnipeg*

SET IN MEMBERS OF THE BODONI FAMILY

ROSBACK PONY SIX
Multiplex Punching Machine



Built in
Foot Power, Belt Power
and Motor Drive

Foot Power With Two Round Hole Heads Complete

for only **$165.00** F. O. B. Factory

It punches round, open and special shapes of holes, perforates, tab cuts and round corners.

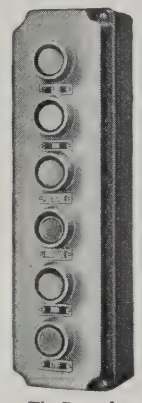
You can't afford to be without one at this price.

Manufactured by

F. P. ROSBACK COMPANY
Benton Harbor, Michigan

The Largest Perforator Factory in the World

For safety, speed and economical operation use



The Boss of the Press

Cline Universal Control System

Cline electrical engineers devote themselves exclusively to the printing trades' requirements. There is Cline-Westinghouse equipment for all printing needs from the smallest wire stitcher to the largest newspaper press. 25 years of specialized experience are behind it.

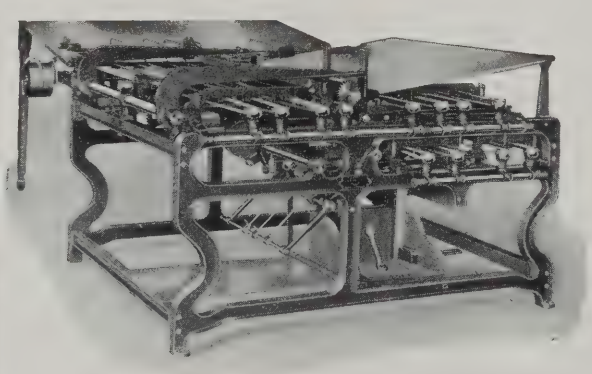
CLINE ELECTRIC MFG. CO.

Western Office	*Main Office*	*Eastern Office*
First Nat'l Bank Bldg.	Conway Bldg.	Marbridge Bldg.
San Francisco, Calif.	111 W. Washington St. Chicago	47 W. 34th St. New York

CLINE SYSTEM

Mentges Newspaper Folder

Will Save You Valuable Time and Reduce Your Troubles



A MENTGES NEWSPAPER FOLDER will enable you to forget many of your mechanical troubles and give you more time for the important editorial work. A good folder is as important as a good press.

We have hundreds of users, all of whom are boosters. Let us send complete information.

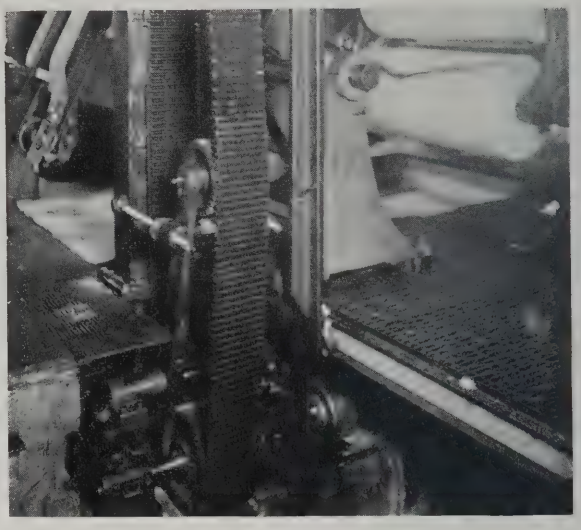
Machine Sent on Thirty Days Trial

The MENTGES FOLDER CO.

SIDNEY, OHIO

"Builders of Profitable Folding Machinery"

"NPJ" ROUND TABLE
(CONTINUED)



CHAIN DRIVE IN PRESS ROOM

In Plant of the Milwaukee (Wis.) Journal

UNIQUE among newspaper press drives is that recently installed in the press of the Milwaukee (Wis.) *Journal* and believed there to be the only one of its kind in operation.

The shaft driven equipment originally installed was not satisfactory, partly because of lack of head room for suspending the motors. There are four 100-horsepower motors, each of which drives a sextuple press. The original drive was from the motor to a jack shaft, into a vertical shaft, then into a horizontal shaft. The present drive is by means of a 10-inch wide chain belt, with 128-inch centers, making the total length of chain twenty-four feet. By adopting this chain, three sets of gears have been eliminated in each drive, or a total of twenty-four gears. Engineers ordinarily hesitate to adopt a chain of this type because of the terrific speed with which it must work. The *Journal,* however, has found that, through the new arrangement, the operation is much smoother, practically noiseless, consumes less power and is more satisfactory in every detail. Since the adoption of the new drive, less than 5 per cent as much oil and grease for lubrication is consumed, one man has been eliminated, and current consumption is materially less. The new drive was designed by Earl C. Moss, of the Morse Chain Belt Company.

NEWSPAPERS BOOST LOCAL RETAILING

CLEVELAND, OHIO, newspapers are running series of ads emphasizing consumer needs available in local women's and men's wear shops. The papers furnish the space and endeavor to cover all classes of consumers. One of the latest announcements was devoted to the business woman. A large sketch covering the entire upper portion of the ad portrayed three women who might be either business women or morning shoppers. "The morning apparel designs shown above, with many others, are awaiting inspection at the smart Cleveland style shops and departments that advertise in the (name of paper). . . . Take your figure to them, ladies—their figures are attractive, too," read the copy. This same paper employs a fashion writer whose daily column is used to stress merchandise in local stores. Other local papers also retain fashion writers who concern themselves with local style trends only, national and foreign style trends usually being covered in syndicate stories.

WHERE TO COLLECT FOR LEGAL ADS

COLORADO EDITORIAL ASSOCIATION members at their 1927 annual, discussed the problem of making collections for legal ads, and legislation was proposed by which it is hoped to avoid the constant recurrence of situations in which the publisher is left high and dry, though the court orders the ad, the ad has been run and has served the court, lawyers and litigants. This thing comes up in every state. In Washington association circles an opinion has been secured that says a publisher can't

$10.00 SIX WHEELS

COLD ROLLED STEEL CASE IS AN EXCLUSIVE FEATURE FOUND ONLY IN AMERICAN STOCK MACHINES

TOOL STEEL DROP CIPHERS SOLID ONE PIECE PLUNGER

GUARANTEED

ALL STEEL NEW

AMERICAN

MODEL 64

NUMBERING MACHINE

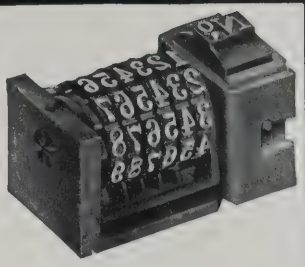
100 Other Models for Flat Bed and Rotary Presses

American Numbering Machine Co.

224 SHEPHERD AVENUE, BROOKLYN, N. Y.

Branches: 123 West Madison Street, Chicago, Illinois

London and Paris



No. 123456

Fac-Simile Impression

Carried in Stock by American Type Founders Company and All Printers' Supply Houses.

Electrotype Specialists

Experience has taught us how to handle exceptional jobs in halftone and color so that impressions from electrotypes are equal in quality to reproductions from the original engravings.

We are serving and satisfying a growing clientele with Lead Mould Electrotypes and Nickeltypes of precision and exactness for their particular work.

Badger Electrotype Co.

129-135 Michigan St., Milwaukee, Wis.

NO MORE SHORT RUNS

You can reduce to a minimum the time ordinarily lost in cleaning the forms when you are using "dirty paper," or changing inks on color jobs.

Phenoid Type Cleaner cleans quickly and thoroughly, dries almost instantly, and leaves no grease.

It is harmless to wood, metal, or clothing. Does not irritate the skin.

CHALMERS CHEMICAL CO., 123 Chestnut St., Newark, N. J.

PHENOID

TRADE MARK

INSTANTANEOUS

TYPE CLEANER

TRY—AT OUR RISK—Send for a quart can of Phenoid. When you have used it, pay us if you are satisfied. If not — send back the bill.

Dependability - Practicability - Durability - Value

The Margach Feeder

for

Linotypes, Intertypes, Monotypes, Ludlows, Elrods

Eventually — Why Not Now

(With apologies to Pillsbury)

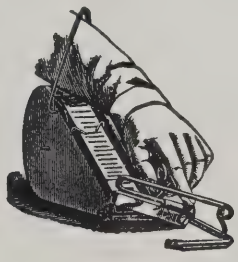
What other article is guaranteed for ten years against further cost than the $75.00 for a Margach?

And what other accessory to the type-setting machine can fill an entire newspaper page with agate lines of SATISFIED users?

Margach Manufacturing Co.

Incorporated

213 CENTRE STREET NEW YORK



THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

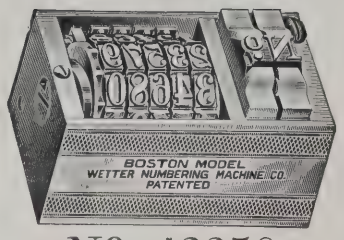
Write to-day for interesting Booklet

The Robert Dick Mailer

137 W. TUPPER ST. BUFFALO, N. Y.

WETTER

LOW PLUNGER
Numbering Machines



Can be "locked" in the form the same as type and sometimes with type — enabling you to Number and Print at one operation.

Will enable you to do your numbering quicker.

Will prevent your work being seen by competitors.

In every way more satisfactory than sending work out to be numbered.

ALL DEALERS

No 12356
FACSIMILE IMPRESSION

WETTER NUMBERING MACHINE COMPANY
Atlantic Ave. and Logan St. Brooklyn, N. Y., U. S. A.

Panameric Hand Miterer

New Low Priced

H. B. ROUSE & CO.
2214-16 WARD ST, CHICAGO

Is It *Buried* Treasure?

Gold that lies untouched might as well not be gold at all.

You have known for a long time about Western States products and Western States service. Our catalog-price list perhaps has been filed in your desk for months. What's their good to *you* if you don't *use* them—don't profit by the economies and sound values that they reveal?

Twenty million envelopes in stock! Over six hundred styles embracing many odd shapes, sizes, colors and paper stocks considered "specials" elsewhere, ready here for shipment at once!

Today, unbury these neglected values; write for and *use* our Price List No. 28. Get your name down for regular receipt of our "Worth While Envelope News" bulletins. They pay—and are free!

The Western States Envelope Co.
South Water *from* Clinton *to* Ferry Sts.
Milwaukee Wisconsin

"NPJ" ROUND TABLE
(CONTINUED)

hold the attorney, in such cases, responsible for the cost of legal publication, but the publisher must look to the attorney's client for pay—unless, however, it was specially specified that the attorney was acting as the agent for the client incurring the bill for legal advertising.

TO TEACH PUBLIC ABOUT ADVERTISING

WALTER A. STRONG, publisher of the Chicago (Ill.) *Daily News*, has been appointed by W. Frank McClure, chairman of the National Advertising Commission of the I. A. A., as chairman of a special committee to promote a program which will give the public at large a better understanding of the function of advertising in the distribution and sale of commodities. It is to be shown how advertiisng reduces selling and distribution costs and contributes to the well-being and health of the public, to the world's educational forces, labor saving devices, etc. There will be thirty on the committee.

MEMORIAL JOURNALISM SCHOOL for MELLETT

OUTSTANDING newspapermen of the country are on a committee in a drive for a $35,000 Don R. Melet Memorial School of Journalism at Indiana University, in honor of the slain Canton (O.) publisher:

Willis J. Abbot, Boston (Mass.) Christian Science Monitor; Dean L. Barnhart, Goshen (Ind.) Democrat; Walter S. Bradfute, Bloomington (Ind.) Telephone; Leslie P. Eichel, editor Central Press Association; Roy Feltus, Bloomington (Ind.) Star; Boyd Gurley, Indianapolis (Ind.) Times; Dan R. Hanna, Jr., Cleveland (O.) News; Walter Harrison, Oklahoma City (Okla.) Daily Oklahoman; Don Herold; Curtis A. Hodges, Indianapolis (Ind.) News; Kenneth Hogate, New York Wall Street Journal; Howard Kahn, St. Paul (Minn.) News; Ray Long, president International Magazine Company; Earle Martin, Cleveland (O.) Times; Morton M. Milford, Miami (Fla.) Daily News; Charles E. Morris, Canton (O.) Daily News; Ross Nelson, Ft. Wayne (Ind.) Journal-Gazette; Fred R. Peters, Evansville (Ind.) Press; Marlen E. Pew, Editor and Publisher; Paul Poynter, St. Petersburg (Fla.) Times; George Purcell, Bloomington (Ind.) World; James A. Stuart, Indianapolis (Ind.) Star, and A. K. Remmel, Ft. Wayne (Ind.) News-Sentinel.

FIELD MANAGER FOR ILLINOIS

JOHN L. EYRSE has been appointed field manager of the Illinois Press Association.

SPECIAL COURSE DURING SUMMER

SOUTH DAKOTA State College, Brookings, announces a special course for teachers of printing and tradesmen with experience, during the 1927 summer, opening June 14. Machine composition and advanced work on presses will be featured.

OHIO GETS BEHIND FIELD MAN PLAN

THE PROPOSAL to put in a field manager will probably come to a head with the Buckeye (O.) Press Association in June, at the summer meeting. A committee at work on the plan includes: R. B. Howard, Madison Press, London; Gardner H. Townsley, Star, Lebanon; H. C. Parsons, Record-Republican, Chardon; H. C. Williams, Press, Freeport, H. E. C. Rowe, Farmer-Hub, Millersburg and Karlh Bull, Herald, Cedarville.

OREGON N. P. CONFERENCE JOB EXHIBIT—First award, Corvallis Printing Co.; second, Bend Bulletin; third, Bartelson & McShane, Salem; honorable mentions to Oregon City Enterprise, Valley Printing Co. of Eugene, and University of Oregon Press.

INTERNESHIP FOR JOURNALISM STUDENTS

FOR THE FIRST TIME in any school of journalism in the country, adoption of a year's "interneship" for students in addition to four years in college, before the awarding of the Bachelor of Journalism degree, has been announced by Boston (Mass.) University department of journalism. The requirement will apply after this year. Last fall *Sigma Delta Chi*, national fraternity of newspaper men, voted to recommend requirement of a year's interneship before graduation from schools of journalism, and the department at Boston University is the first to follow the recommendation.

"Before credit for the year of interneship is granted," says the announcement, "each student must prepare and present a formal report or thesis on some important phase of the journalism in which he is working."

As against the usual requirement of 120 "semester hours" in the usual four years' college course, Boston University department of journalism has established a requirement of 136 semester hours, filling four years and requiring numerous reading courses as well as the usual class and laboratory work. Large proportions of the required work are in economics and government, English language and literature, law, mathematics and science, psychology, modern language, and history.

National Printer Journalist

Volume 45 Number 6

June 1927

5 cents
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a year

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100 Years of Peace

Contributed to "NPJ"

By H. J. PETTYPIECE

Publisher, Forest (Ontario) Free Press

(Published in Special Regard for the Forty-second Annual Convention of the National Editorial Association at Omaha, Neb., June 12, etc., 1927)

AN HUNDRED YEARS of golden peace,
A century long of brotherhood;
Two mighty nations side by side,
Both striving for the mutual good.

Instead of guns and sharpened swords
Plough shares and pruning hooks were made,
And fruits of peace, not spoils of war,
Have gained for both a world-wide trade.

Great REPUBLIC, vast DOMINION,
Example to the older world,
Along your peaceful boundary line
May battle flags be ne'er unfurled.

May we through all the coming years
Be guided by the Prince of Peace,
Forerunners of that happy day
When hate among mankind shall cease.

ublisher:Printer Experience Exchange

Published Monthly by TRADE PRESS PUBLISHING CO., 129-135 E. Michigan St., Milwaukee, Wis.

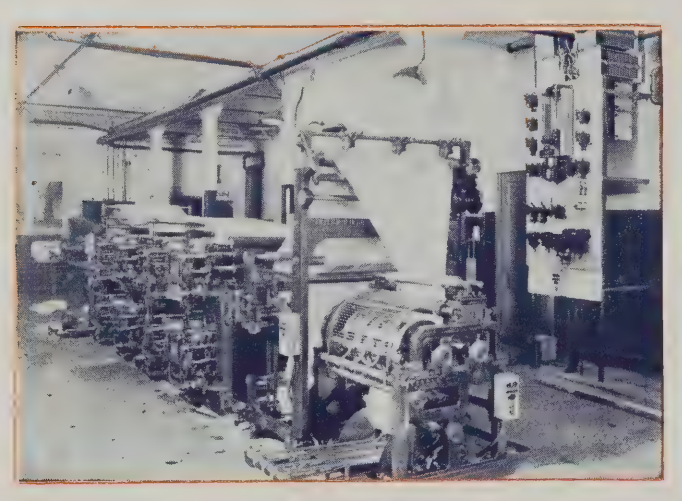
Entered as Second Class Matter Milwaukee, Wis., Jan. 30, 1922, under act of Congress, March 3, 1879.

OK BY THE B.M.

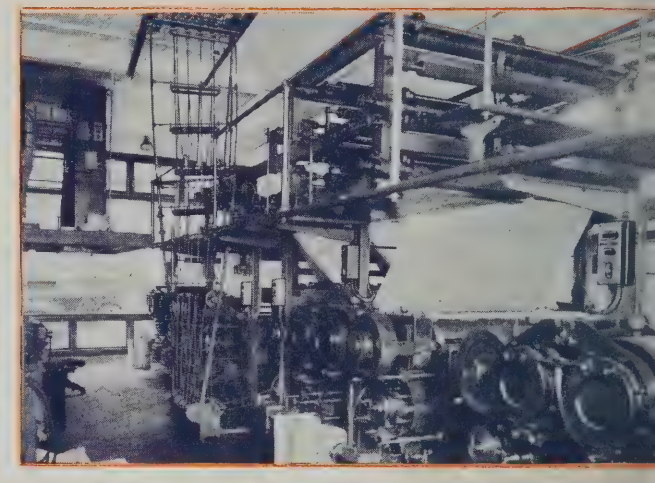
With apologies to the Business Manager of the New York Evening Post.

C-H PRESS CONTROL

gives any paper the "edge" in the race to get news on the street *FIRST*



Pressroom—Evanston News Index—Circulation 7000. Cutler-Hammer Automatic Press Control Panel at right with push-button stations shown mounted on the press.



Pressroom—Trenton Times—Circulation 38,856. Presses equipped with C-H Automatic Press Control. Note also the C-H Dispatch Conveyors that take the papers directly from the presses to delivery room as fast as printed.

MARKET REPORTS—sports—local, domestic and foreign news!—the paper that gets them on the street *first* has the prestige—the circulation—the better standing in the "ad lineage" comparison.

Business Managers know that "getting it on the street first" is as much a matter of mechanical equipment as of personnel. On presses, for example, C-H Automatic Control gets the "O.K." of the B.M., because of its exclusive features that save press time in adjustments, make-ready and running. Features that also protect motor and presses from those inopportune breakdowns that "news men" regard as calamitous.

The Business Manager who wants to put his sheet in a new, fast stride, a stride that means more profit for his paper, will investigate the advantages offered by C-H Press Control.

The CUTLER-HAMMER Mfg. Co.
Pioneer Manufacturers of Electric Control Apparatus
1223 St. Paul Avenue
MILWAUKEE, WISCONSIN

CUTLER C-H HAMMER

Press Room Efficiency Depends on Electrical Contro

National Printer Journalist
(Copyrighted)

Established 1883 as The Printer and Publisher
Published Monthly by TRADE PRESS PUBLISHING CO., 129-135 E. Michigan St., Milwaukee, Wis.
H. A. APPLE, Publisher and Editor
F. L. GOULSTON, Advertising Manager PAUL C. TREVIRANUS, Business Manager
Branch Offices in Leading Cities:
CHICAGO—L. M. Carroll, 743 Webster Bldg. NEW YORK CITY—C. M. Garrett, 299 Madison Ave.
DETROIT—D. L. Prouty, 507 Hofman Bldg. ST. LOUIS—C. A. Schulenburg, 509 Security Bldg.

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JOHN L. MEYER
Managing Editor, "NPJ"
Associated Staff
H. J. LARKIN, E. C. KRATSCH
GEO. A. JUST

Vol. 45 Milwaukee, Wis., June, 1927 No. 6

— EDITORIAL —

The LIBERTY of the PRESS

Anent the Forty-Second Annual Convention of National Editorial Association at Omaha, Neb., June 12 (etc.) 1927

By JOHN L. MEYER
Managing Editor, "NPJ"

STAND UP and be counted, you friends of America's foundational newspaper publishers' organization. Do you, or do you not believe that the liberty of the press has been curtailed, is being curtailed?

The liberty of the press has increased. Let me prove that to you. Let me try to show you, who have believed that it has been curtailed, and that "the great public has less respect for the press than it used to have," that you are (fortunately) not right. And, let me point out to you, a certain danger that's "on the air."

LIBERTY includes freedom from *all* wrongful control, domination, abuse. American newspaper history shows that the powers who would control and dominate the press are ceasing, pretty generally, to *lash* and *abuse* the press.

That does not mean that the heralds of evil no longer consider the press a worthy foe, or see it as less of a foe. Far from it.

They see that they failed. They are changing the method of attack. Many do not yet sense this. The newer method comes in the guise of kindliness; it is winsome; it coddles, and pretends worship.

The enemies of liberty—whatever may be their purposes at any time—found out that abuse and domination wouldn't work—in fact, worked only "the other way"—especially with the increasing prosperity of the press following upon improvements accomplished within the press itself, largely through association effort such as that of the N. E. A. The liberty of the press is increased. Tactics must be changed. The "lash of pleasing thralldom" is already at work. Coddling is taking the place of the whip.

Who will deny that a "benevolent despotism" is far worse than oppressive tyranny; far more dangerous to the liberty of the press? Shall the liberty of the press, which withstood the whip, succumb to coddling? The answer is largely within the *associated*, co-operative opportunities of the press, such as in the N. E. A.

WHAT to do? Let no one make your thoughts for you. Think for yourself. Let none influence you to believe that the press is become unintelligent, inefficient or ineffective; and, far more important, let none influence you to believe that the press is now all that it ever can be, that it and its executives have solved all its immediate problems. Let none "coddle" you.

Remember, everlastingly, that progress in the press, while essentially a matter of *individual newspaper* progress, speeds more rapidly and piles up more firmly when many work together—patiently, co-operatively. It would please some to be able to prove to you that associations are no longer needed, that they are a waste of time, and so on; that the "individual has got to make his own success". Urge your brothers of the press to greater interest in association work. Think for yourself, let no one do your thinking for you, yet get together and exchange thoughts and ideas. Seek them in your trade journals and magazines, and exchanges. Gather in the strength of union the while you "work out your own salvation".

THE liberty and usefulness of the press has increased, greatly increased. Isolated exceptions and those slow of progress merely help to prove the rule. So does the effort of its enemies. The liberty of the press will continue to grow, and the usefulness of the press will continue to grow, so long as its men and women refuse to be either dominated and whipped, or *to be coddled*, so long as it strives individually and *collectively* to guard against false allurements and deceitful suggestions, pleasant or not so pleasant.

BLESSED is he who overcomes his own false concepts of himself. Thrice blessed is he who refuses to accept others' false concepts of him or his place in the world. The liberty of the press consists in the reflection of the worthwhile truths of the times. Therefore, *"this above all: To thine own self be true, and it must follow as the night does day, thou canst then not be false to any man."*

(N. E. A. CONVENTION DETAILS SUMMARIZED ON PAGES 32-33)

WHO PAYS for WHITE SPACE and CUT-OFF RULES: *Between Ads In Your Paper?*

And then, Again, Which Ought to Bear Cost?

The ADVERTISER? Or, Publisher?

PUBLISHER and advertiser are agreed upon the necessity of white space and ad cut-off rules between advertisements in newspapers. Which should bear the expense of the space devoted to these necessities?

This is one of the many questions in production and business departments which comes up alike to city and to community publishers, and which remains one of the business points which the individual is still deciding for himself. Or, having it decided for him by advertisers; among whom, however, there exists equal difference of opinion on the main question.

LIKE a WRAPPER OR a LINE-DITCH?

THERE were those, both in the publisher and the advertiser sides, who believed that the publisher should rightfully contribute the space necessary to separate one ad from another. There were others who believed that since no advertiser would be satisfied without such white space, he would certainly be willing to pay for it. And both sides back up their contentions with arguments the logic of which it is hard to deny.

One writer, for instance, believes that an advertisement should be considered like a pound of butter. The white space around it he compares to the container which the maker provides for the butter.

Another writer likens the ad cut-off rule and white space situation to a drainage ditch put between two pieces of real estate for their mutual benefit. Each owner, according to this simile, pays half and accordingly each advertiser should pay up to the center of the ad rule.

65.7 PERCENTUM OF PUBLISHERS IN ALL PARTS OF U. S. and CANADA are CHARGING LINEAGE FROM AD-RULE to AD-RULE at Present, Say The FIGURES in "NPJ" SYMPOSIUM

The first man was an advertiser, and the second a publisher!

If decision should rest with the results of the present "NPJ" Symposium, which includes opinions of approximately 100 representative publishers and advertising men in the United States and Canada, then it is in favor of charging from ad rule to ad rule. Because 65.7 percent of the publishers answering are either at present being paid on this basis or charging on this basis, even though many are often forced to scrap a little about it.

HERMAN ROE
Publisher, Northfield (Minn.) Weekly News
President of the National Editorial Association, Who Will Call the 1927 Convention to Order at Omaha, June 13

WALTER D. ALLEN, manager, the Brookline (Mass.) *Chronicle*, writes:

"The *Chronicle* has four columns, 1 pica less than 12 inches. The pica is for the lock-up. As it is impossible to get 12 1-inch ads in our columns even if they were all run without rules, because at least one lead must separate them, we set our ads a lead short of measure (rule included) and the customer pays for the rule and one half of the space dividing his ad from the one above or below it.

"This, we feel, is only fair in so far as it is done to make the ad attractive. The advertiser would be disgusted and rightfully so if all the ads were run along without rule separation.

"If I were the Michigan publisher which *'NPJ'* mentioned as having difficulty in collecting for this space, I would make up my paper in the way it seemed best for the advertiser and reader, and then if the advertiser could not see that he was receiving real service, I would let him send his business to some other paper."

RATE CAN COVER IT

THE H. F. Henrichs Agency, Litchfield, Ill., a firm selling newspaper properties, endorses the above writer's contention, when its representative writes:

"On a newspaper page the publication should be responsible for the head rules, but the space occupied by the dividing rules should be shared alike by the ads bordering on the rule, the same as two tracts of land would stand half of whatever they set up as a dividing line.

"When under the present system of measuring type and the above rule seems impracticable on the want ad page, then the rate should be made sufficient to compensate for the loss in space which the publication must necessarily sustain."

FOR the ASKING?

O. H. POOLE, manager, the Cleburne (Tex.) *Morning Review*, maintains that "if the cut sent by an advertiser takes up full ten inches when only ten inches are requested for the ad, the advertiser should be notified that his advertising is in excess to the amount of approximately one-half inch."

JOHN W. CAREY
Sioux City (Ia.) Journal
President, Iowa Press Association

A NATIVE of Illinois, Mr. Carey has lived at Sioux City since 7. After high school reportorial and editorial work, he began reporting for the *Journal*, became its city editor, then managing editor of the *News*, returned to the Journal as editorial writer, and for ten years after that owned the Rock Rapids (Ia.) *Review*. At this period he was president of the Tri-State association (Iowa, South Dakota and Nebraska). Selling the *Review* in 1926 to Karl W. Boll, he returned to the *Journal*. One of his high lights is *The Rear Seat* department in that paper. He has been active "in the line" and as executive of the Iowa Association for years. His rhymes appear frequently in *Collier's, Judge* and other publications, and syndicates.

A. G. Smith, of the Wingham (Ont.) *Advance Times*, gives as his reason for measuring the rule as part of the advertising space: "Often an advertiser will ask for quite an amount of white space."

Advertising agencies are like ordinary human beings, in the opinion of J. A. Alexander, editor and publisher of the Ada (O.) *Record*, a weekly with a large job printing department. Because, Mr. Alexander says, "Some will do what they believe they can get away with. But if their attention is called to it, and they are informed that it is contrary to your way of doing business, they will come your way."

Fred B. Wolf, writing for the O'Brien County *Bell*, Primghar, Ia.; also Walter L. Bowen, editor the Riverton (N. J.) *New Era*; W. K. King, manager of the Dauphin (Manitoba) *Herald and Press*, W. A. Anderson, advertising manager of the Brandon (Manit.) *Sun*, and J. E. Carlson, editor and publisher, the Henry (Ill.) *News-Republic*, all write that their practice is to charge the advertiser for space from ad rule to ad rule.

PROBLEM is in FOREIGN

AS opposed to the above group of publishers to whom this question has either never been raised or who have dealt with it once and for all, a large number of publishers are still having difficulty in dealing with the problem.

Of these, some have different ways of handling different kinds of ads, and some attempt but fail to hold to the ad rule basis of measurement.

The majority of these are able, they say, to maintain this measurement where local advertisers are concerned, but encounter opposition from foreign advertisers.

For instance, F. A. J. Davis, editor and publisher of the *Central Canadian*, Carleton Place, Ontario, Canada, writes:

"I have always contended that an advertiser should pay for the advertising rule and its spacing and I follow this rule in making charges to local advertisers. I notice, however, that agencies will not pay for this in the case of national advertising. In many cases where electros and mats they furnish us run one or two lines over the inch we have difficulty in getting paid for these odd lines."

PYRAMIDING a FAD!

THE Knoxville (Tenn.) *Sentinel* regrets that it does not get full measurement on all national advertising. Jim Biggerstaff, *Record-Democrat*, Wagoner, Okla., blames what he calls the *fad of pyramiding* practiced by daily papers for a lot of the complaint on this subject.

"I believe that pyramiding was invented by the lazy make-up man. It certainly is not fair to the advertiser, especially the large advertiser, for the latter invariably gets the little ads piled on top of his."

A. L. Waffle, secretary Fond du Lac (Wis.) *Daily Commonwealth*, declares that he charges on this basis and collects when he can. He, also, admits his difficulty lies chiefly with foreign advertisers.

Charles G. Jenness, business manager of the Rochester (N. H.) *Courier*, adds that his is another firm which has difficulty to maintain this measurement consistently.

"Our policy is *'the advertiser is always right,'* and I believe that this is the best policy for a paper to pursue," he writes.

Others who declare that they must modify their rule of measurement where foreign advertising is concerned include the Portland (Ore.) *Journal*; the Prince Rupert (B. C.) *Daily News*, and the Litchfield (Ill.) *News-Herald*.

L. S. WHITCOMB
Albert Lea (Minn.) Tribune
President North-West Daily Assoc.

HE GOT "the bug" in 1887, helping Fred Ellis get out the Gilmore (Ia.) *Gazette*, and continued his training at the Northwood (Ia.) *Index*, and the *Anchor*. In 1890, Mr. Whitcomb became junior partner of McCullough & Whitcomb, job printers at Albert Lea, which later became Simonson & Whitcomb, and in 1906 was merged with the *Tribune* under Simonson, Whitcomb & Hurley. They bought out the *Times-Enterprise*, changed to the Albert Lea Publishing Co., and have prospered. Mr. Whitcomb and associates have been active in association affairs: The old North Star, now the North-West Daily Press Association, the Inland, the Minnesota Editorial, the Ben Franklin, and others.

HE SAYS a MOUTHFUL

SIDNEY WEBB, of the Prince Rupert *Daily News* expressed himself as confident that "if a universal basis of measurement were adopted by both American and Canadian newspublisher, the defaulters would fall in line."

Of those who make a differentiation between types of advertising is the Harben-Spotts Co., publishers, of Richardson, Texas. Sam P. Harben of that company writes:

"We publish three types of paper.

"In our weekly publication, the Richardson *Echo*, with rates of 2 cents per line, 25 cents per inch, we do not watch this so closely, though our foreman understands that an ad marked '10 inches d. c.' means 'over all.'

"In our monthly publication, where the rate is much higher, we hew to the line of charging up to the rule. We use two point rule on each side of a one point cut off and charge

(CONCLUDED ON PAGE 31)

HOWDY, HEADQUARTERS! is its TICKET; WHO SAYS SO? Why, THEY ALL SAY SO!

WANT A RECIPE FOR GOOD WILL for YOUR PLANT?

THIS'N "BEATS ALL"

By CATHERINE VANCLEVE

HOWDY, HEADQUARTERS! : : That's what everybody down in Worth County, Missouri, calls the efficient new home of the *Worth County Tribune,* in Grant City, one of the best known weekly newspapers in the Middle West. To show all of "my folks," as he calls them, just how welcome they are, D. C. Simons, the owner of the *Tribune*, has left space in the very front of the office, and equipped it with a large table where all the rural and town organizations, including the missionary groups, ladies' aids, rural clubs and schools, may hold bake sales or markets, and display their goods. Here is the way the *Tribune* tells its readers about it:

"*THE TRIBUNE* has two fine display windows. One or both of them, as needed, are always available for any church window or bazaar or public purpose. The office is available for any kind of committee or other meeting, day or night. Let us know a little ahead of time and we'll have it lighted and heated for you. If it's muddy, don't be afraid of carrying mud in—it won't hurt us one bit. You are welcome any time. You need no invitation."

"I'm proud of my plant", Mr. Simons explained happily as he showed visitors the conveniences of the new building.

"One thing, especially, that we like is our light. One whole side of the building, which is located on a corner, is *windows,* and—here is another big advantage about that—it saves on our heat."

The new building is heated with a pipeless furnace. When the sun shines brightly, even in the winter, very little heat—and on many days none at all—is used.

Much of the equipment is in the basement, and the walls are so constructed that this floor, too, has the upper half of an entire side of windows.

"HOWDY" D. C. SIMONS

Editor & Owner, Grant City (Mo.) Worth County Tribune

ASKED how he had developed the profitable business that had made possible the new quarters, Mr. Simons gave this recipe for success: "Hard work; playing square; giving value received. You've got to do that if you want success."

Then the editor told how his plant became known as *Howdy Headquarters.* A picnic was held in the county. The *Tribune* arranged a tent and chairs on the ground, and "slugged" the tent *Howdy Headquarters.* The term applied to the office as well as to the tent, and so the title stuck.

Now it's the password, and everybody in Grant City says "howdy" when he enters the Tribune office!

Explaining the "howdy" practice, reminded Mr. Simon of one other ingredient in his recipe for success. This he considers the most vital factor in the building-up of his business:

HOWDY HEAD-QUARTERS

New Home of Grant City (Mo.) Worth County TRIBUNE

IT MEANS "GOOD WILL", and WAS BORN of IT

HE SPEAKS TO EVERYONE HE MEETS ON THE STREET.

And what does he say to them when he meets them?

"HOWDY!"

The *Tribune* boasted the first radio receiving set in the town and county. Mr. Simons began giving ball scores and daily live stock reports years ago, when metropolitan papers in the state had not yet perfected the practice. For seven years the *Tribune* has received the daily live stock quotations, either by radio or telegraph. Although the paper is published only once a week, many farmers of the county telephone *Howdy Headquarters* daily and find out the market figures just about as soon as the man in the city knows them—probably sooner.

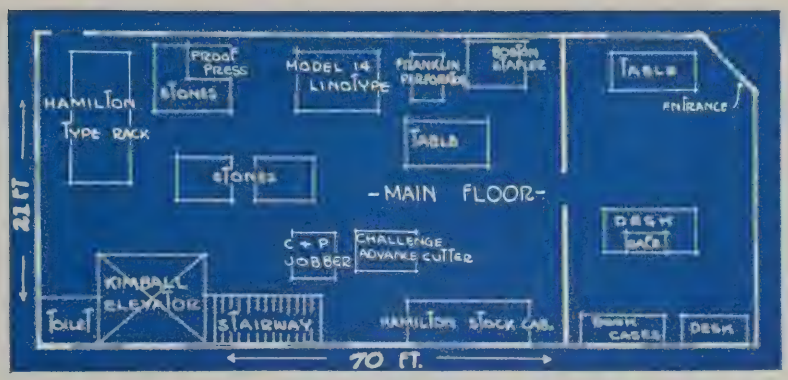
And the phone calls—*whew!* They are endless! Mrs. Simons, who works with her husband in the office, is custodian of the telephone. She also is her husband's helper in accounting work and in the news gathering.

This, indeed, is a weekly to which one cannot apply that old pun. It is no "weakly." Every line of the *Tribune* either is news or advertising. Patent insides were discarded about seven years ago. The size of the paper varies from eight to twenty-four pages a week. When the paper runs twenty-four pages, it is not a "stunt" edition. Just a good run of advertising, Mr. Simons explained.

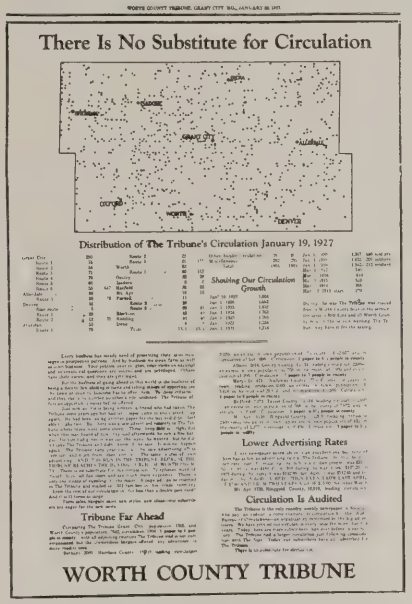
ON the opening day for the new building, more than 800 persons were served coffee and wafers. Between 300 and 400 persons had been expected, until the thermometer dropped to 14 degrees below zero the night before the opening. Then even a small crowd was doubtful. But at 9 a. m., they commenced to come, and they kept on coming all day.

From the 800 visitors, the Tribune received 380 subscriptions, and 140 of this number were new!

As a special attraction on the opening day, Mr. and Mrs. Simons offered a year's subscription to the paper for $1, the usual price is $1.50. This was done in place of giving souvenirs.



MAIN FLOOR LAYOUT, GRANT CITY TRIBUNE


There Is No Substitute for Circulation

Distribution of The Tribune's Circulation January 19, 1927

Showing Our Circulation Growth

Lower Advertising Rates

Circulation Is Audited

Tribune Far Ahead

WORTH COUNTY TRIBUNE

FULL-PAGE PROMOTION
Specimen of "Medicine" that Tribune Takes, for Itself

A two-year subscription was offered for $2, but the two years had to be in advance of the present date. Subscribers were allowed to apply one year on their own subscriptions and give the other to a friend or relative within twenty-five miles of Grant City, if the friend or relative were not already taking the *Tribune*. Should the recipient be taking the *Tribune* already, both years were applied to the donor's account. The offers were good for the one day only.

The population of Grant City is 1,305. The population of the county is 7,642. The circulation of the *Tribune* now is more than 1900, one subscriber for every four persons in the county. There is one other good weekly in Grant City.

The growth of the *Tribune* is shown in this table:

March 12, 1913	270
March 1, 1914	365
March 1, 1915	510
March 1, 1916	610
March 1, 1917	740
Jan. 1, 1918	*1,324
Jan. 1, 1919	**1,632
Jan. 1, 1920	***1,367
Jan. 1, 1921	1,218
Jan. 1, 1922	1,534
Jan. 1, 1923	1,704
Jan. 1, 1924	1,763
Jan. 1, 1925	1,632
Jan. 1, 1926	1,652
TODAY	1,904

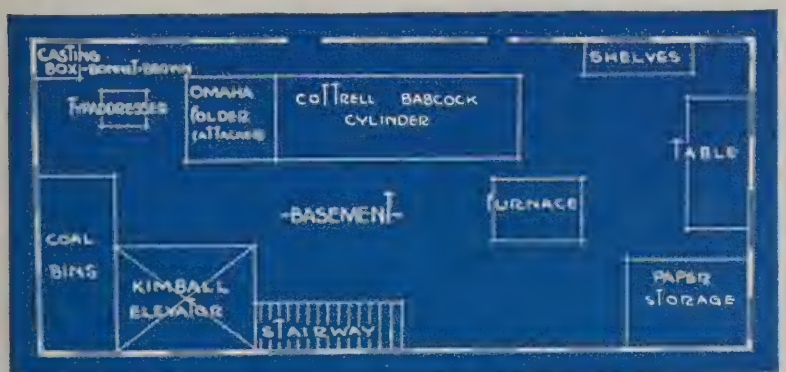
*140 Soldiers free.
**207 Soldiers free.
***212 Soldiers free.

THE Tribune is a member of the Audit Bureau of Circulations, the only country weekly newspaper in Missouri which pays for such an annual audit of its circulation.

During the World War, the *Tribune* was sent free to every Worth County boy in service under the American flag. Any of the boys in the service still receive the paper without cost upon request.

The *Tribune* prints about 30,000 inches of advertising a year. The paper receives about 90 per cent of the farm sale advertising in the territory, and this is quite an item in itself.

(OVER)



BASEMENT FLOOR PLAN : : WELL-LIGHTED

MIRACLES of TRUE FRIENDSHIP HAPPEN HERE

Mrs. Simons, at Left-Center, Whose Specialty is Making Remarkable Use of the Telephone; Note the Radio That for Years has Brought in Daily Markets; a Glimpse of the Shop.

— GRANT CITY (MO.) WORTH COUNTY TRIBUNE'S NEW HOME —

"We take what job work comes, but the newspaper is first with us," Mr. Simons said.

Mr. and Mrs. Simons have only one child, their daughter, Austine, who comes first, the *Tribune* next.

HIS CARRIERS "FERTILIZE" SLOWLY-GROWING LIST

Circulation Men, Editors and Bosses Can Learn from Beginners, Experience Proves

By D. F. STEELE

THE best brains have sought for new ideas in the promotion of circulation. To discover something new is practically an impossibility. However, circulation managers want results, regardless of whether the plan is new or old.

The city carrier circulation of the Pueblo *Star-Journal* recently grew to be about 1,000 larger than a year before. That is a small gain compared with the records of many newspapers. But circulation as well as everything else is relative. During the preceding five years the gain was approximately 300. That gain corresponded to the growth of the city.

Pueblo, Colo., grew during the mentioned twelve months, but there was nothing spectacular or unusual about the growth. The increase in population was comparable to the growth during the preceding years. So something new, for Pueblo, must have happened. This is a brief description of how our carriers "fertilized" our list.

FIRST, the office-collected, salaried-carrier system was discarded. We made a complete change-over to the branch manager controlled independent system, together with a city wide reorganiation of the routes. There is nothing new about this, as the system is now almost universal except in the smaller towns.

During the first nine months after the new system was established, we realized a healthy growth. There was nothing remarkable about it. During the next three months the upward jump was phenomenal, for Pueblo.

In part, it was the natural harvest of the independent system, with a better class of carriers and a purely business incentive. More largely, it was the result of a prize promotion campaign which, I believe, includes some ideas which are unique.

We purchased no prizes from out-of-town sources. In fact, we stocked none at all. We did not know what prizes the carriers would secure until after they had qualified for them. The carriers did not know what they would get, but they did know what they wanted, and that determined the nature of the prizes.

Circulation men make mistakes. Editors make mistakes. Many of the latter think they know what features and news make a good paper. They do not know, nor do they take the trouble to find out what the reading public wants. Circulation men think they can select good prizes and purchase accordingly. We have made the same mistakes, but believe we have profited thereby.

WE asked the boys what they wanted, suggesting that they list what they needed. We asked them how they wanted to work and what they thought they could accomplish. In fact, they helped us plan every phase of the prize offerings and the elements of contest involved in the plan. Briefly, the entire drive was theirs, their ideas, their efforts and their successes.

They were interested in bicycle parts and accessories; clothing, especially sheepskin coats and corduroy trousers;

AUSTINE, the BIG BOSS
Daughter of Mr. & Mrs. D. C. Simons, Worth County Tribune

D. F. STEELE
Pueblo (Colo.) Star-Journal

guns and ammunition and other sporting goods; jewelry, especially wrist watches, fountain pens and pencils. All of this merchandise was purchased from Pueblo merchants who advertise in the *Star-Journal,* and was credited to their advertising accounts.

The sub-stations were bulletined with a list of the prizes with the required number of verified orders set opposite the prizes. After the boys turned in the orders, the branch managers verified them and made written reports to the circulation manager. The circulation manager then issued orders upon local merchants for prizes which the carriers selected and for which verified orders qualified them.

The drive was pepped up a bit by a little competition between the stations. *The publisher offered a first and second cash prize to branch managers. The advertising manager and circulation manager offered cash prizes to high point boys in each station.* These prizes were additional to merchandise for which they had qualified, and were presented at a banquet for all carriers who reached a certain minimum in point of orders.

THE remarkable features of the drive were that no fake orders were taken and they stood the test of time surprisingly well. We easily absorbed the very small slump from trial orders and maintained the net gain. Instead of going stale on the job, the boys are inquiring when we shall have another such proposition to offer.

IT'S NOT so much the things we see as the way we look on them, not so much the things we do, as the motive behind them.—*J.L.M.*

STAFF AND LINE TYPE OF ORGANIZATION SCORES

Wisconsin Daily Offers Good Example For Students of Newspaper Management

By NORTON JAMES

YOU will find, on the whole, that there are three forms of management and operation organization in the newspaper:printing field. You will find the "military" type of authority, although not often. Then you will find the "functional" type, in which each phase of operation is directed by final and delegated authority. Then, again, you will find what may be called "the staff and line" type, a combination of the first-named. In this type the head of the business controls, of course. On some questions there are inter-department gatherings; also intra-department gatherings on others. Each executive, in short, is authority in his department, but may and does serve at times in helping some other department (one or more, at a time) by his advice and counsel. It means co-operation all the way.

While the Racine (Wis.) *Times-Call,* evening daily, has never formally adopted the staff-and-line form of conduct, or any other, it is an outstanding example of that type of organization, and the recent occupation of a new home makes it opportune to bring out the splendid success accomplished there as the result of it.

W. S. GOODLAND
President and Treasurer Racine, (Wis.) Times Call-d. (State Senator, Wisconsin)

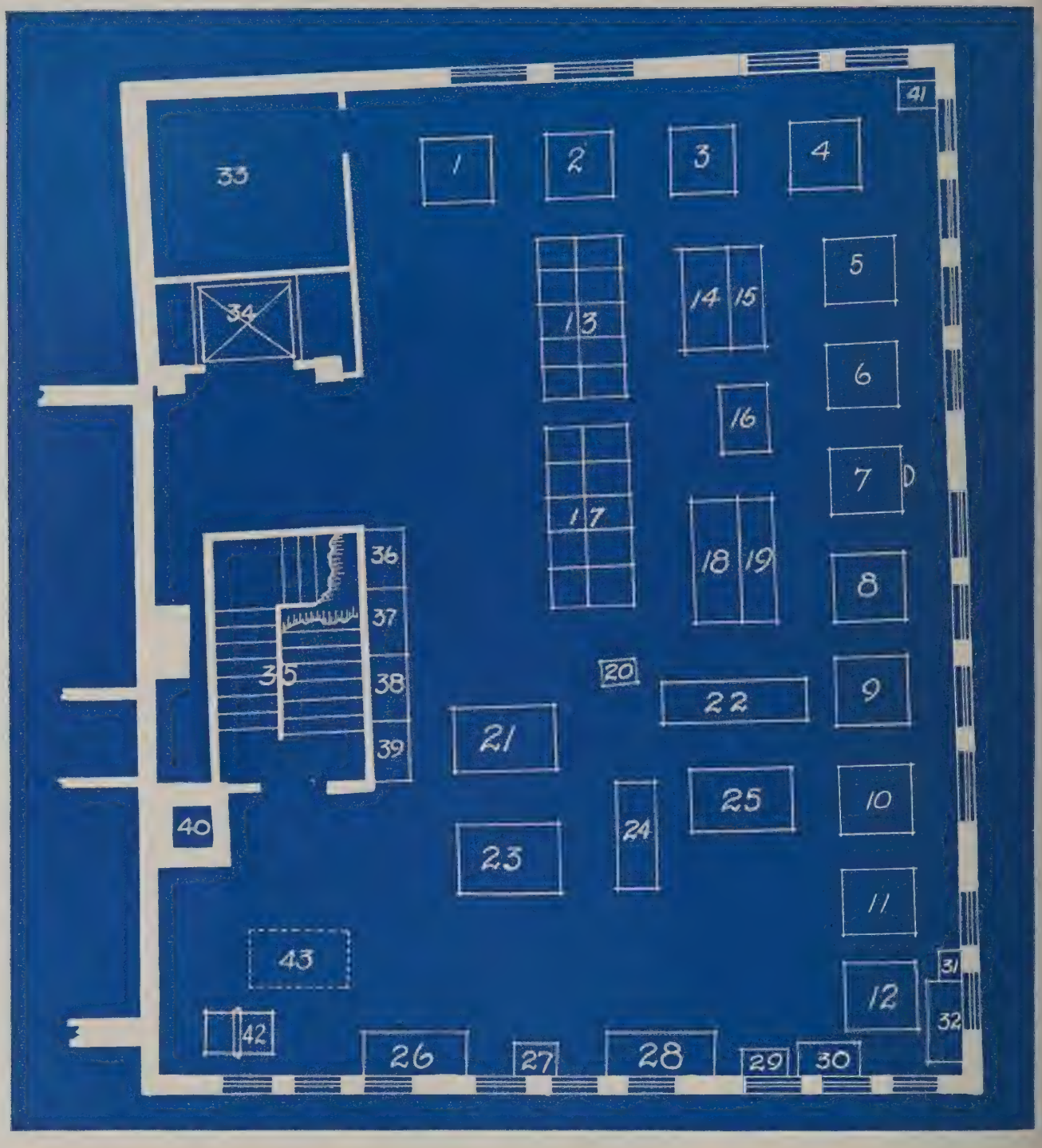
TO promote harmony throughout the institution and obtain the maximum in co-operation, heads of the *Times-Call* departments have formed department organizations which meet every month. Suggestions for improvement, increased efficiency, economy and better production are discussed at these meetings.

It is the custom of the *Times-Call* to hold an annual picnic for all its employes, including all the county correspondents. At the 1927 picnic Governor Zimmerman of Wisconsin, has promised to umpire the annual ball game between the team picked from the combined editorial, office and advertising departments, and the nine men who will represent the mechanical departments.

One or more banquets usually are held in the course of a year.

Times-Call employes demonstrated their loyalty last autumn when they formed their own political organization to help elect their president and editor-in-chief, W. S. Goodland, to the Wisconsin state senate. Senator Goodland says that efforts of this club were largely responsible for his election.

TIMES-CALL employes are proud of their new home. They feel conscious of the fact that they helped build it. All the men and women employed in this institution say "we" when they are talking about the plant, its problems or its success. At least one of the employes has been continuously employed by the same concern for 34 years, while several others have worked there for one or more decades. J. H. Heim, secretary of the Call Publishing company and business manager of the newspaper, recently celebrated his twenty-fifth anniversary of employment and association with Senator Goodland. Mr. Heim was honored at a dinner and presented with a diamond scarf pin. Another example of *Times-Call* team work is the special edition issued when the new plant was opened —a remarkably useful and interesting example of what a special edition can be made to be. That the "team-work



COMPOSING ROOM, RACINE (Wis.) TIMES-CALL

— Lay-out by Engineering Department, American Type Founders Co. —

KEY TO LAYOUT : : : : : : : :

1, 2, 3, 8, 9, 10, 11—Mergenthaler Linotypes, Models 8, 5 and 14
4—Copy Hook, Desk
5, 6—Intertypes
7—Proof Readers' Desk
12—Desk
13, 17—Goss Make-Up Turtles
14—Hamilton Make-Up Table
15—Dump
16—Vandercook Proof Press
18, 19—Hamilton Make-Up Table and Dump
20—Base Cabinet
21, 23, 25—Hamilton Ad-Cabinets
22—Bank
24—Vandercook Proof Press
26, 28—Hamilton Border Racks
27, 29—Miller Saws
30—Hamilton Type Rack
31—Mat Cabinet
32—Machinists' Bench
33—Lavatory
34—Elevator
35—Stairway
36, 38—Foreign Matter, Adman
37, 39—Turtle Storage
40—Flue
41—File Desk
42—Potter Proof Press
43—Space for Monotype

Press and Equipment (Basement Floor)—Goss 48-page, Unit Type; Cline Electric Co. control.

spirit" is productive (one may almost say, "infectious") was evidenced when the opening of the plant brought more than 5,000 visitors from Racine and environs, despite very bad weather. It had been announced that the plant would be open for inspection at 4 p. m. but visitors began arriving early in the morning, and the stream continued

all day and far into the evening. That day executives and major employes managed to act as courteous guides for the guests as well as get out the paper. Senator Goodland had to attend an important session of the legislature in Madison, on that day; but late in the evening arrived to take part in the festivities, accompanied by the governor of the state and a number of state officials. One spirited group attending the opening was the Milwaukee Club of Printing House Craftsmen, especially in honor of Mr. Heim, one of their members. The wonderful array of floral offerings included one to which was attached a prayer asking the blessings of Diety upon the new home and the company.

Judge E. R. Burgess of the Racine Municipal Court, at the dedication banquet said: "As you men of the *Times-Call* go on you will find this event not a period but only a comma. You are going higher." Telegrams of congratulation were read from nearly every state senator and assemblymen of Wisconsin.

THE keynote of the special edition, five 20-page sections in all, was a frank call to the readers and advertisers to contemplate the real meaning of newspaper work in this day and age. Senator Goodland said in his leading editorial:

THERE may be some occupations more interesting than that of conducting a newspaper but if there are the writer has never discovered them.

Of course one gets old in any occupation but one can never go stale or become bored if he is a real newspaper man.

There is no other occupation like it.

Every day is a new day and no two days are alike.

One gets a complete cross section of life in a newspaper office.

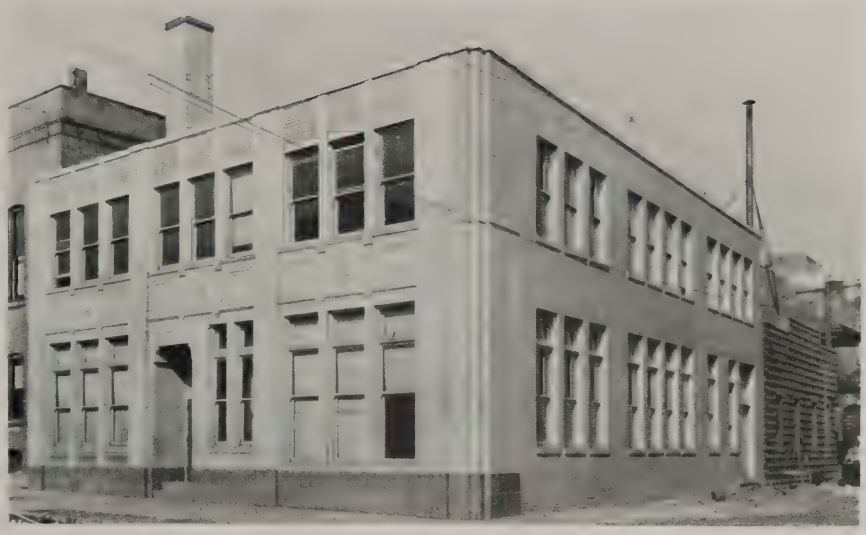
He encounters every phase of life and has to deal with it in his daily work.

Some men harden under this and some become skeptical and lose the proper perspective. That may be why newspaper men are sometimes called hard boiled. Certainly they become sophisticated and there are few angles of human life that they do not come in contact with sooner or later.

Nevertheless the ideals of newspaperdom are high. There is a code of ethics that is seldom violated. It includes honor and good faith and straight dealing and truth and down below it all a broad human sympathy that actuates them to deal leniently and charitably with human frailties. There are many secrets buried in the heart of every newspaper editor, and many are started on the upward path again by being saved publicity and exposure by sympathetic and human editors.

EVERY department of the paper contributed a story for the edition, each giving an intimate and frank picture of its work in relation to the paper and to public service. There was a notable absence of hip-hurray stuffing in the edition.

Executives and personnel of the *Times-Call* used a full page advertisement, not a write-up, to extend appreciation to the public for its co-operation in the success of the paper. Each section of the special, covering a department, was fronted with a page layout of the executives and personnel.



NEW HOME of the RACINE (Wis.) TIMES-CALL

Numerous Unusual and Practical Features Contained in This Plant Are Described in the Accompanying Story of Progress

THE new building is of reinforced concrete with a skeleton frame, and is of beam, girder and slab construction. It has been designed for a complete five-story structure throughout, so that corridors, elevator shafts, etc. may be continued with this end in view.

The slabs are designed for a live load of 200 pounds per square foot. The column centers are laid out with reference to the future structure, which will cover the entire lot. Corridors, hatchways, and other features have carried out this idea.

The exterior walls and ceilings have been treated with Parlock to make them damp-proof and to provide a plaster bond.

The roof is of asphalt construction laid over a false roof which will be removed as the building goes up.

All space under the sidewalk has been utilized and this portion is covered with six inch concrete slab with a membrane waterproof and the sidewalk slab above for safety. The basement ceiling is 12 feet in height, and the first floor level will meet the future first floor level at grade.

The exterior is faced with terracotta with a special granite finish and the design incorporates the modern tendency towards verticality of lines. There is a decorative motif in sections and spandrel over the windows adopted from old printer marks. This idea will be carried around the whole structure.

The various floor levels have been designed for the special needs of the newspaper. An overhead trolley in the press room has been installed for convenience in assembling and replacing units of the press.

The ventilation of a gravity type reaches all parts of the building.

THE entrance of the vestibule and the walls are of faienced tile and the main corridor on the first floor has a terrazzo floor of the latest type. The second floor, which houses the composing room, has a maple floor. All walls are of a hard finish plaster.

The new structure is equipped with three dumb-waiters and one double-button control Otis elevator with automatic vertical sliding steel doors which can be opened only when elevator is at a landing.

The general lighting is by means of fully enclosed light units. All electric service, both power and light, is grouped in special switch and panel board rooms. These are absolutely fireproof and outside of the building line proper for safety.

All windows on the main elevations have plain plate glass. The windows on the north are protected by special underwriter's labeled fire windows.

The plumbing is modern throughout. Vitreous ware is used for both lavatories and closets and they are of the latest type. The wash basins are so constructed as to allow a large number of men to wash at the same time.

The heating system is a two-pipe, low pressure steam equipped system. It is equipped with vapor specialties. The generating unit is a welded steel firebox boiler, and the heat is supplied by an automatic oil boiler, which assures even temperatures at all times.

(PLEASE TURN THE PAGE)

EXECUTIVES & DEPARTMENT HEADS, RACINE (WIS.) DAILY TIMES - CALL; A SPIRITED "TEAM," IN FACT

F. J. HEATON
Vice-President

FRANK POULSON
Mechanical Superintendent

J. H. HEIM
Secretary

FRANK LOVELL
Managing Editor

H. E. BROWN
Display Manager

BERTHA SYRICH
Asst. Treasurer

E. C. KISKY
Circulation Mgr.

N. J. ELHOLM
Classified Manager

GERT. GRESSING
Nat'l Advertising Mgr.

ROBERT PAUSCH
Stereot. Foreman

OSCAR SYRICH
Press Foreman

WHOLE CITY IS TAUGHT PAPER FACTS and PRINTING VALUES by SCHOOL SHOW

EXHIBIT STAGED SIMPLY, EASILY; RESULTS SATISFY

Appreciation for Graphic Arts and Fine Work Is Learned by Hundreds

By C. A. LYLE
Instructor, Canton (O.) McKinley School Printing School

THE printing department of McKinley High School, Canton, Ohio, claims the distinction of being the first high school in the United States to put on a paper exhibit, with a printing show, for the benefit not only of the students but of the general public. It was not a Graphic Arts exhibit in which the printing department showed what its students did in their classes, nor was it an advertising undertaking. It was purely educational. The Canton Board of Education entered heartily into the idea and furnished all the necessary materials and incidentals. It allowed the use of the main corridors of the million dollar high school building and let the doors be open to the public evenings.

The mill department of the school made special bulletin boards of beaver board, painted black with frames painted silver. They also made stands two feet high to hold the bulletin boards, both sides being used.

Copy for pamphlets and other advertising was written by the English departments, the hangers for the wall displays were made by the Sheet Metal department, the films in connection with the exhibit were taken care of by the Visual Education department, the evening printing school classes did some of the make-up and printing of the advertising for the exhibit, and much of the correspondence connected with the exhibit was done by the Commercial classes. Local editors talked on newspaper work.

Over fifty mills and paper house dealers were represented in the exhibit. Besides the newspapers, eleven local printing, engraving, electrotyping, and lithographing houses made displays.

TYPICAL PORTION OF CANTON PAPER EXHIBIT
Mounts and Stands were Made by Students, With the Co-Operation of Many Teachers, Principals & Manufacturers

STEP by step paper making was depicted through pictures, bottled ingredients, booklets, and pamphlets. Stress was laid on telling how enameled, coated and uncoated papers were made; the value of colors in papers and also the various styles of printing were illustrated. Exhibits went into detail telling of the *A B C* of photo-engraving. They showed actual specimens of commercial work in color processes, and showed samples of the different kinds of paper and the specimens of work done on these kinds of papers. Plans were formed to supplement the exhibit with further talks by business men of the printing trade, trips to newspaper offices, visits to lithographing establishments and engraving and electrotype shops and, finally, a trip to one of the paper mills. Plans were started for one of the leading engraving houses of Canton to put on a lecture, including fifty-four slides, showing in detail the photo-engraving business and its process.

Talks were given before local men's clubs, many pieces of literature were mailed to out-of-town schools, posters were made and distributed among the business establishments in all parts of the city, and many invitations were sent out to the surrounding districts. The Canton Foremen's Club alone sent out over one thousand invitations.

THROUGH the courtesy of the Japan Paper Co., New York, mold and hand-made papers of foreign make were shown. In all cases a printed specimen of the use of each paper commercially was shown, also a short resume telling of the origin and history of paper making in each country. The Millcraft Paper Co., Cleveland and Toledo, Ohio, had an exhibit that ran in monetary value up in the hundreds of dollars.

S. D. Warren Co., Boston Mass., had as complete a display as possible to make.

Hammermill Paper Co., Erie, Pa., showed a large drawing of the Fourdrinier paper making machine, log with bark on, log with bark removed, bottled chips, bleached pulp from the bleachers, pulp from the digesters with the knots showing, colored pulp from the beaters, a folder "The Story of Hammermill Bond in Pictures", picture of the woods showing spruce trees, a chipper, panoramic view of Hammermill, a digester and a beater, also, a complete set of Working Kits and small sample books.

The Beckett Paper Co., Hamilton,

YOUR TOWN NEEDS EDUCATION AS TO BETTER, FINER PRINTING; THIS STORY SHOULD HELP YOU TO GIVE IT

Ohio, had some fine pieces of embossed work. Their displays of the possibilities of gold printing attracted much attention; their Buckeye covers showed all manners of typography. A copy of the New York *Times*, printed on 100 per cent rag paper, was of interest. The James White Paper Co., Chicago, made part of its display a study base on constructive cover designing.

The American Type Founders Co., Jersey City, N. J., had an exhibit dealing with the composition of type, how it is made, and the type mold.

The West Virginia Pulp and Paper Co., New York, showed step by step in pictures the making of paper. Their *Westvaco Inspirations*, taken apart and mounted, brought forth the possibilities of the papers, and gave the artist, the engraver, and the printer much to think about.

The Champion Coated Paper Co., Hamilton, Ohio, exhibit showed in photographic detail with non-technical description the important elements of modern paper making through their books "The Paper Machine", "The Beating Engine", and "The Coating of Paper". They included in their exhibit their book "The Foundation of Quality" which dealt in detail of their organization, service, and equipment.

A. M. Collins Mfg. Co., Philadelphia, had a portfolio collection of specimens.

THE following mills, paper house dealers, teachers of McKinley High School, and friends aided in the exhibit:

The Alling & Cory Co., Pittsburg; American Type Founders Co.; Art Printing Co., Canton; The Ault & Wiborg Co., Cincinnati; Beckett Paper Co., Hamilton, Ohio; M. H. Birge & Sons, Buffalo; Baer's, Canton, Ohio; The Boyer-Buchman Co., Canton; Butler Paper Co., Chicago; Byron Weston Co., Dalton, Mass.; Holyoke Card & Paper Co., Springfield, The Electrotype Co., Canton; Caxton Printing Co., Canton; Charles Eneu Johnson & Co., Philadelphia; The Champion Coated Paper Co., Hamilton, Ohio; Chemical Paper Mfg. Co., Holyoke, Mass.; The Cleveland Paper Mfg. Co., Cleveland; A. M. Collins Mfg. Co., Philadelphia; The Commercial Printing & Lithographing Co., Akron; E. L. Conyers, Canton; Crane & Co., Dalton, Mass.; The Cromwell Paper Co., Chicago; Dennison Mfg. Co., Framingham, Mass.; Dept. of Visual Education, McKinley High School; M. F. Dice, Akron; District of Columbia Paper Mfg. Co., Washington; The Educational Supply Co., Painsville, Ohio; Esleeck Mfg. Co., Turners Falls, Mass.; Fox Film Co., Cleveland, Ohio; C. W. Fretz, McKinley High School; G. E. Fry, McKinley High School; A World of Paper (two reels) General Electric Co., Cleveland; W. F. Gilmore, Art Dept., McKinley High School; E. F. Goodman, McKinley High School; Hammermill Paper Co., Erie; Hampden Glazed Paper & Card Co., Holyoke, Mass.; Hampshire Paper Co., South Hadley Falls, Mass.; Holyoke Card & Paper Co., Springfield, Mass.; The Howard Paper Co., Urbana, Ohio; L. F. Hyatt, McKinley High School; Japan Paper Co., New York City, N. Y.; Kalamazoo Vegetable Parchment Co., Kalamazoo, Mich.; Klingstedt Bros. Co., Canton; The Library of Printed Specimens, Chicago; Lincoln Printing Co., Canton; The Martin Cantine Co., Saugerties, N. Y.; Millcraft Paper Co., Cleveland; The David J. Molloy Co., Chicago; C. E. Morris, editor Canton *News;* New York *Times;* The Northern Engraving Co., Canton; Old Colony Envelope Co., Westfield, Mass.; Old King Cole, Inc., Canton; Oxford Paper Co., Rumford, Maine; Harry D. Palmer, McKinley High School; The Paper Mills' Co., Chicago; Paterson Parchment Paper Co., Passaic, N. J.; Penninsular Paper Co., Ypsilanti, Mich.; Print-A-Sign Co., Akron; The Rogers-Miller Co., Canton; The Roller Printing & Paper Co., Canton; Stern & Mann, Canton; Strathmore Paper Co., Mitteneague, Mass.; Strathmore Film on Paper, by the Strathmore Paper Co., Cleveland; S. D. Warren Co., Boston; West Virginia Pulp & Paper Co., New York; Howard White, Canton; James White Paper Co., Chicago; J. L. Wilhelm, editor *Repository;* Florence N. Willett, McKinley High School.

Advertising Typography Display Feature of Graphic Arts Expo

— In New York City, September 5-17 —

REALIZING the important part advertising typography plays today, the management of the Fourth Educational Graphic Arts Exposition, to be held in Grand Central Palace New York, September 5-17, has arranged a display of the foremost work in newspaper and magazine advertising typography.

THIS department of newspaper and magazine advertising typography will be a prominent feature in the grouping of the printing displays under the general title *"The Graphic Arts Gallery."* The exhibits of advertising typography will demonstrate the most advanced ideas of expert typographers, newspaper and magazine advertising departments and experienced advertisers, in producing the greatest effectiveness in the use of space. What kinds and sizes of type to use, principles of display, illustrations, borders and decorations, will be demonstrated.

"THE great progress which newspaper departments are making in the improvement of advertising developed by printers who specialize in this kind of work for national advertisers will display the abilities of the ablest typographic craftsmen," said A. E. Giegengack, Manager of the Exposition.

"Just now there is a marked tendency to break away from conventional types and typographic arrangements, thereby securing individuality and distinction. This tendency for greater attention to advertising typography is a direct result of the changing over from the long time used price advertising to putting the emphasis upon quality and style. To be consistent, this modern advertising must practice what it preaches; advertising display must be just as progressive as the merchandise to which it relates.

"While no prizes will be awarded, special attention will be given to crediting newspapers, magazines, printers and advertisers with the production of the specimens."

THROUGH THE COURTESY OF THE BOARD OF EDUCATION AND LEADING MILLS AND PAPER HOUSES A

PAPER EXHIBIT

GIVEN UNDER THE AUSPICES OF THE HIGH SCHOOL PRINT SHOP WILL BE OPEN TO THE PUBLIC AT McKINLEY HIGH SCHOOL BEGINNING JANUARY 31 AND CONTINUING FOR TWO WEEKS, AFTERNOONS 3:15 P. M. TO 5:00 P. M. EVENINGS 7:15 TO 9:15 P. M. EXCEPT FRIDAYS, SATURDAYS AND SUNDAYS

ADMISSION FREE

Announcement for Show
(12x14 *inch Card, Border in Colors*)

The Canton *Evening Repository* said: "It is doubtful if ever before there has been seen in Canton so comprehensive and educational a display of the subject of paper including an explanation of its manufacture and the exhibition of its many different kinds. So unusual and complete are the displays that the artists and the engraver, as well as the layman, found much of interest."

OLE BUCK: "It is just as easy for one's ideas to get old and out of date as for a press to get old and out of date."

GIVE the merchant a good lay-out and it will be much easier and more profitable to him to make the out-lay. —Ed. Bemis, *Colorado Field Manager.*

PRINTING INK has made millions for persons with far less brains than have most printer-journalists. *J.L.M.*

HE LINES UP the BUSY BEES SEEKING GRAFT HONEY

Illinois Publisher Tells His Readers About Free Publicity, Without Barking

By JOHN L. MEYER

THAT the spineless giving in to the "free publicity grafter" under any guise is not an iota short of what may plainly be called *prostitution*—and, no matter what one's "reason" for such action is—and that other evidences of spinelessness in conducting newspaper:printing businesses come under the same ugly classification, is a summarizing of the view of J. E. Carlson, editor and publisher of the Henry (Ill.) *News-Republican*.

He doesn't stop at talking about it. He continuously *does things* in line with these views. While his activities leave no room for doubt as to his meaning, he is by no means coarse about them; he keeps "his feet on the ground". There is no display of ill-temper. The fact is, he isn't ill-tempered about it, but has reasoned it out and stands pat on his conclusions.

That's something to keep in mind when fighting the "free publicity grafters", privately or publicly. "Fanning the air" is not "fighting"!

THE Henry *News-Republican* issues in a town of about 1,800, every Thursday, with an attested circulation of nearly 2,000. The country about and the town has mining, outing, elevator, broom-making, ice and other industries. Here is some of an *editorial* Mr. Carlson published in his paper, typifying his attitude and how he applies it, and well worth careful reading by subscribers of "*NPJ*", (the italics are ours, and we have eliminated a lot of names; Mr. Carlson printed them—ED. NOTE.):

J. E. CARLSON
Editor and Publisher
Henry (Ill.) News-Republican

FOLKS often wonder why it is they do not get this or that in the paper. To them the articles they hand us have most generally a peculiar personal interest, or it is something that was particularly interesting to them. A great deal of that kind of matter is handed and mailed to us every week, some by individuals and some by organizations.

To give our subscribers an insight into the problem of conducting a newspaper, we give here a review of the "free" stuff that various profit-making groups are seeking to foist onto us as news. One in particular took offense when we wrote that we could not handle their stuff, so *we saved one week's mail arrivals to send them.*

In looking over the list remember that you *(as temporary editor)* must try to give such news as will interest the most of your subscribers, that you are limited, financially, to the number of pages you can print each week, that *most of this stuff is to boost another's game, that they pay everyone else along the line and expect you to do what you do free of charge, that if you run this kind of stuff you are not playing fair with the fellows who pay for their advertising, and that the rate you charge them must cover the cost of printing the free stuff, and that this free stuff may eventually displace the paid advertising and then where will your business be?*

UNDERSTAND we mention names here only in the connection they themselves have given us.

The first is an article from the : : Milk Association. It's about 600 words long which would make a good half column of type. It sets forth the wonders of evaporated milk.

A news story (200 words) about the new : : eight will make others want one of their cars and build up their business at your expense.

The : : , representing the chemical industries, kindly gives us *nine columns* of "news." Wouldn't your subscribers like to get this?

The : : sends us a nice little eight-page booklet that they paid some other printer to produce and want you to pay your printers to produce it free of cost to them.

About 700 words from : : will kill two-thirds of a column of local news. Shall it be Henry locals or the Putnam items? Some may argue that you don't need to run Putnam news, but you as editor must remember that your merchants draw business from that way and that there are Henry people who always read the Putnam items.

The road bulletin from the : : Motor Club will really be of interest to some—those driving away on vacations—but gee, that would take a column and a half every week.

: : , Ill., is boosting its centennial. The two-thirds of a column it would fill will boost some Marshall and Putnam county town to better local advantage.

Here's another real piece of news, but can you spare and pay for so much free space? It's that the : : doesn't want its appropriation bills cut. This one is hard to turn down, but some will say they are spending too much now. Just a column of it.

The good friend of the business men— : : —want a good half column boost about what the Foundation reports on Illinois health.

If you give the others space can you turn down a two-column article from the : : Radio Council? These, too, ask for a copy of the paper so they see how nicely you run it. As editor, all you have to do is take your money and buy enough paper, ink and power to print an extra copy for them and then pay postage on it.

To help fill up the paper the : : Dept. of Agriculture sends you four columns. That way you can run a farm journal.

: : hospital, Chicago, donates a good half column to boost its building fund.

On page 47 you can put this third of a column about : :. Yes, another story. Beside it slip in this half column from : :. Maybe you can leave out La Prairie news?

The : : Relief speaks for a half column. : : takes a little more, so these two nice stories will kill Magnolia news this week.

OUR bills are so little that sometimes they're overlooked inadvertently of course! ¶ So when some item stands open for a month we send friend customer a card like this, in hopes he will take the hint and mail us a check forthwith. ¶ We thank you.

Henry
News-Republican
HENRY, ILLINOIS

HELPS COLLECT the CASH
Enclosure With Statements

DON'T WAIT!

This may be your last lot of stationery. We have a copy of this job on file and can reproduce it on short notice.

Phone 21

Henry News-Republican

Clean, Attention-Compelling Printing
HENRY, ILLINOIS

For A TIMELY REMINDER
This Card Shows Up When the Supply Gets to "Low"

HE GOT AT the PRINCIPLES, PUT ASIDE TEMPTATION TO GET HUFFY, and ROUTS FREE PUBLICITY GRAFTERS

IF your subscribers would rather have a financial report on Chicago from : : crowd out a column of Hopewell, Whitefield and McNabb.

The : : Dept. of Public Instruction sends in enough to more than fill five columns.

The editor should help the : : to the extent of donating space for a weekly service of two columns, even though he has to pay for his electricity, freight and passenger transportation.

Athletics at : : can go on the sports page. Only half a column.

The : : Life Insurance company choir broadcasting should be announced. It takes but a quarter column. (In fairness to their local agent we'll say that he took an ad when the matter was explained to him.)

For the luv-of-mike. Five more typewritten pages from the : : Motor Club. A little better than a column.

: : Tires contributes 11 inches, too. And when you run that you can go buy your tires at full price.

Congressman : : gives us 26 inches and his picture, on his speech before the general assembly at Springfield, in which he still fights for 10,000 cubic feet of water from Lake Michigan to flood down upon us.

The : : is modest and you'll have to pay for only a half-column of : : sales-boosting copy. Cogitate on that while you ride in your 1920 Lizzie.

If you wanted to you could run "a brief discussion" on the terminable permits which city public utilities are fighting against. Their 28-page booklet will make about two pages four columns.

The : : Bulletin (apparently : : propaganda) gives us an eight-page folder on legislative matters.

Some evening while you are resting instead of enjoying yourself, you can go through a 50-page booklet on the "Inequalities in Educational Opportunities in Illinois," and write a story on that.

After that scan through the 16-page magazine : : and write a masterpiece on the value of snakes, foxes, wolves, etc. You can do that every month as it comes.

In the : : News there are some good stories of what electricity is doing, and can do. 20 pages monthly.

40 pages of : : Telephone News ought to yield a column or maybe just a half anyway. The next time you go to Peoria and want to call a friend just tell the operator that you gave them a column writeup and then drop your nickel as usual.

Can't you write something on the tariff to help some of the industries which kick on the tariffs on this or that?

The : : Bankers Association of America slows down with two 300-word articles.

Now we get down to the kicker. When we wrote the : : Bankers Association that we could not handle their publicity on bank robbers, their publicity manager got a bit peeved. All he could see was the : : Bankers Association. That is what he is paid for of course. But why does he expect that his will get publication in preference to all others?

WE must admit that his has some news value, but so do practically all the others. But can this newspaper, any newspaper, accept and publish all this kind of stuff and if not all where shall the line be drawn on what to leave out and who shall draw it? He or we? And do local people want this kind of "news" in their local paper instead of local news about their neighbors? We consider this a newspaper for local news of local people.

Well, there is a good 50 columns of it. Over eight pages. This or some more like it come every week. Can we stand the financial pressure of eight pages of this every week, and if we could, it would be certain to come from overcharging others. Should we stand it? Do our subscribers want eight pages of this bunk every week? We hardly believe they do, so we shall continue to give the free publicity seekers equal treatment and turn them all down.

"TO some publishers," he said to "*NPJ*", "it may seem a little *easier* to accept grafting publicity. *Here* there isn't any question about it. We have 27 paid correspondents besides our home town news. We have constantly to decide what to leave out. Our features, such as church notes, Minute Tablets, Bible Thoughts, editorials, farm bureau, and home bureau *must* run.

"We take our own medicine, advertise our own business. This tends to show others that we believe in advertising ourselves and what we expect others to do who want advertising. We use as much or more space as our largest advertisers, for our own business.

"There seems to be little excuse for running free publicity 'to help fill up.' There are so many things to be written up, real local and neighborhood news.

"In this connection there is a suggestion that I should like to pass on to your readers. That is the indiscriminate insertion, without editing, of some of the news that comes to the editor's desk. For instance: Some months ago a story went the rounds that there really was no danger of contamination from leaving food in tin containers. I shall not take the responsibility on my shoulders of telling my subscribers that the old idea was all wrong. It may be, but if a subscriber or reader of mine should become ill or die from making the change I should have to feel that I was responsible.

"Of course we cannot prove or disprove everything that goes into our papers, but we can use a little common sense in selecting what does go in.

"ABOUT twenty years ago I got a job on an old handset sheet that paid me $1.25 per week with a two bit raise every six weeks. Along in 1916 when wages were at their old level I got a bit dissatisfied with printing and took up the study of traffic work for shippers and railroads. In '17 I broke loose and went to Detroit where the wife and I stayed three years. There I was employed with railroads and shippers. In 1920 Mrs. Carlson wanted to return to a place some nearer her folks, so we returned to Peoria. A few months after getting back to the old stamping ground the little newspaper at Henry was offered to me and I bought it—on a song so to speak.

"A year later with a partner we purchased the other larger paper and consolidated them. Seven months later I bought out my partner and ten months later we put in a new three magazine Intertype. Besides we have put in all new job type, rules and borders and replaced some of the ad type equipment with new.

"In the five years here the obligations other than current expenses have been more than 100 times my original capital and payment. It sort of shames me to think of the measly beginning I had, yet it is also a source of pride.

"On some of the problems of the office we hold an open forum with the employes — an operator, printer, two girls and a boy. We are trying hard to give service. Job work I like to see go out better than is necessary. Advertising? Well, we write copy for anything and handle all details from start to finish—writing copy, printing, mailing, addressing and furnishing cuts from our cut service.

IF YOU
published a newspaper
and —
ran an ad for me
(that I had ordered)
in

---

and the amount due was $.....

WHAT
would you want me to do
?

YOUR GUESS IS CORRECT

As the situation is just the opposite I shall appreciate your check for this amount just as much as *you would* mine if you published the paper. *May I have it by return mail?*

A SLIP, THREE by SEVEN
"This Idea Speaks for Itself"

HIRAM T. JOHNSON

President Michigan Press Association; Publisher Saranac Advertiser with N. S. Johnson, His Son

COMING to Michigan from New York state at five years, Mr. Johnson in 1875 was kept from school by illness and started "hanging around" the Howard City *Record* shop till he got a job rolling an old Washington. A three-year contract, soon made, provided for $1 a week the first year, $2 the second and $4 the third, *plus* board. Wayne E. Morris, owner, sold out and the contract flopped after about eighteen months. In 1893, after varied "engagements" in shops, Johnson got hold of a Washington, a few cases of type, and a lot of enthusiasm, and started the *Advertiser*—4 pages, 6 columns, 50 cents a year; now $1.50. A predecessor-competitor was bought out in 1911. Everything is going fine, with 33 years' experience on the *Advertiser* and 64 years of age. The Johnsons operate a large insurance and realty business, too.

"It seems to me that the field for the country publisher is to play up the farmers and their bureaus. This results to the benefit of the business men through better farming.

"Summing this up, it means that if we can help the farmers in Marshall and Putman counties (our field) increase their corn yields but a single bushel an acre on each of the 94,000 acres in the counties, it means that at 50 cents a bushel they will have $47,000 to spend that they did not have before. Some business men will resent the efforts. They do here, saying we have too much farm and Farm Bureau news. But we think our farmer-manufacturers are holding the future of this town.

"Whenever a paper wins a prize or gets a strong writeup I always send for several sample copies to learn from.

"ONE of the biggest time savers in our office is our new mailing system. It eliminates entirely all back office work (two to three hours a week, for us) and cuts down the front office work that was formerly necessary with the machine-set list. Addresses are cut on a typewriter in fibre stencils. Thus only one person needs to handle the list changes. Formerly the office girl, the operator and the printer all had to have a hand in correcting the list. The outfit and list completed cost a little over $200. The first thing it did was to release $35 worth of metal in the forms and gave us more room. It is the Elliott machine.

"I take and really read seven trade publications besides several business magazines not related to printing, from which I often gather good ideas.

"If these lines will help some other members of the craft I shall be glad and want to thank you for placing them before the trade."

CHARLES B. SPATZ

Boyertown (Pa.) Democrat

MR. SPATZ, recently appointed regional secretary of the N. E. A. for the Eastern division, is past-president of the Pennsylvania Press Association. His jurisdiction includes Pennsylvania, Maryland, New York, New Jersey, Delaware, West Virginia, Virginia, Ohio, Maine, New Hampshire, Vermont, Massachusetts, Connecticut and Rhode Island.

GEORGE P. COLLINS

President North Dakota Press Association; Publisher Carrington Foster County Independent

E. E. TAYLOR, publisher of the Traer (Ia.) *Star-Clipper,* under whom Mr. Collins learned the trade, in an editorial on the election to head up the North Dakotans, said: "He never thought the world owed him a living unless he earned it by hard work. He did not even ask his parents for aid. Few boys have such vision and ambition." Mr. Collins' first paper was at Ocheydan, Ia. bought with money saved and a loan from Mr. Taylor. After selling the enterprise he went to Carrington and his newspaper "returns twice as much a year as any bank in Tama County", added Mr. Taylor.

THIS IS NOT ONE OF THOSE "POVERTY" JOKES

FROM "TRUE STORY MAGAZINE"

A STRANGER who had been in a small town but a few days, lost a very valuable dog. He went to the newspaper office and wrote an advertisement to be run that night, offering twenty-five dollars reward for the return of the dog. Evening came, and no paper appeared. Finally, anxious to see his ad, the gentleman went down to the office of the newspaper, and found only the janitor there.

"Isn't there going to be any paper this evening?" he inquired.

"No, suh!" replied the floor sweeper, "No paper today. Ev'body's out huntin' fo' dat dog."

WHO IS HOLDING the LEVEE for YOU?

By E. P. ("Dad") MICKEL
CHIEF OF THE SOUTHERN SCHOOL OF PRINTING

THERE is a feature of the Mississippi flood situation that is fitted for a wide application. While many sections of the great river levee system have given away under the pressure of the unprecedented flood, the great majority of it has stood the test and behind its safe bulwark against disaster nestle thousands of happy homes surrounded by prosperous farms.

SUPPOSE you were living behind the levee and yet were not contributing one penny of money or one day of effort to maintain it. Would you think you were doing the right thing—letting someone else build and hold the levee for you?

LOOK to a close analogy for a minute. Organization is the levee that stands against the floods of destructive influences in any industry. If some force threatens to injure, to hamper, to disrupt your industry, it is the organization in your industry that alone has the power to make successful opposition. The victory is won. You are one of thousands of individual operators in the business "nestling safely behind the levee." If you are not contributing to the organization in your industry, are you any better than the farmer living behind the levee who is not helping to build or hold it?

YOU may say that you do not see any need for organization, that the skies are perfectly clear. As a matter of fact there is little difficulty in getting printers into an organization when a fight is on or is looming up. The people of the Mississippi valley know that the coming of a flood is uncertain, safety lies in always being prepared. They are just as industrious working on the levee under clear skies as they are in rainy weather.

WHO is holding the levee for you in the printing industry?

SO HE STOPPED KIDDING HIMSELF and Went to WORK

Missouri Community Newspaper Publisher Takes the Lid Off Some Secrets for You

By C. E. WATKINS

COMMUNITY Service means *Personal Obligation*—personal service—*not mere editorial comment*. It *doesn't* mean a front page editorial, every day or week, in which you suggest that the town hall or the county jail is in a bad state of decay and should have the immediate attention of the city council or county court; it does not mean that your sole and only obligation to your community is a well written suggestion that the women's clubs should undertake a program of beautifying the court-house yard and the public square; it does not mean that you should scorch the city dads for allowing the church yard to be converted into a public hitch place.

Neither does it mean that each day or week you should roast your country friends for buying their Sunday sox from Sears-Roebuck and their overalls from Henry Fields.

It means that you yourself must vacate the editorial sanctum at frequent intervals and join your fellows in a personal endeavor to bring about the good things you desire your community to have.

Printed suggestions are good, but George can't be relied upon to carry them out. The power of the press is not to be denied, but *Personal Persuasion* has it backed off the boards, as much as we dislike to admit it.

The public is not trying to retard your progress. Neither is it trying to advance your interests. In fact, the public isn't giving you, personally, any thought whatever. It simply wants the best it can get in service.

You will receive in return for your efforts exactly in proportion as you *have* given. No more; and, happily, no less!

HAVE YOU TRIED THIS ON YOURS?

FROM THE CHICAGO TRIBUNE

WE SUPPOSE we've got to get into the new style of journalism as soon as we can. Well, we'll make a try at it. We note that Mayor William E. (Digger) Dever has hopes that the new subway plan will meet with success; that President Calvin (Cal) Coolidge is not catching any more fish; that Senator William E. (Bill) Borah is keeping things hot in Idaho; that Henry L. (Hank) Mencken is going to sing "Round Her Neck She Wore a Yellow Ribbon." at a Rotary dinner; and that Gov. Albert (Bowery Kid) Smith of New York is getting ready for 1928.

I HAVE felt that if my newspaper supported our Community affairs and projects editorially and through the news columns, I had performed a wonderful service. If the project was successfully carried out *by those who were willing to get out and work,* we felt that we were entitled to three-fourths of the credit and most all of the praise.

The sad awakening came when I took part in my first Chamber of Commerce membership drive. Before the drive, I published a well arranged campaign of information and argument designed to win members to the Chamber of Commerce. It was charged that my newspaper received a handsome sum for putting out such information, and there was not a single convert.

Every newspaperman should be an active member of his Chamber of Commerce. *And he should pay cash for that membership!*

Your cash contribution is proof of your sincerity and a "Come On" sign for others to do likewise.

And, besides, if you advocate editorially that your project or proposition will bring lasting good to the grocer, the doctor and the hardware man, how can you justify your refusal to invest your money in the project? Will *you* not reap the *same* benefit?

NOW, if you will pardon a personal reference, I will add that Community Service, properly applied, will lead you toward the executive position of Mayor of your city, to the Presidency of your Chamber of Commerce, or to a place on your Board of Education. I know, for I have been offered all three. And all because as Director General of a Shoe Factory Fund campaign in my town I was successful in raising $75,000 in five days to guarantee the location of a shoe factory in Chillicothe.

I feel that I rendered my town and community a service when I succeeded in raising that fund, for today the factory is completed, it is employing more than 100 persons, and in a short time will be employing from 400 to 500 persons and paying out more than $100,000 per year in wages, which in turn is spent with our business interests.

That, I feel, is a real community service. But I would surely have wrecked my reputation as a community worker if I had accepted the job of mayor. I am certain that whatever glory I might have had would have been destroyed by bungles I would possibly have made in a public office of any sort.

(You will please pardon the *I's* and *we's,* for I have only personal experience to speak from.)

THE POWER OF THE PRESS CANNOT BE DENIED, BUT WORK by the EDITOR HAS IT BACKED OFF THE BOARDS

— According to the Experiences of Publisher Watkins —

As one of the committee which went to Fond du Lac, Wis., to investigate the shoe factory project, I was very much interested in the apparent wealth, peace and happiness of Northern Illinois and Wisconsin farmers where the sole business of agriculture is dairying.

I was beyond speech at the Wisconsin farmers' utter ignorance of the meaning of the word "bank failure." And, ladies and gentlemen, I was completely overcome when, after a thorough examination of a number of Wisconsin country newspaper mailing galleys, I discovered that no subscriber was in arrears.

So I conceived the idea that my county should go in for dairying. I began a carefully prepared campaign of propaganda in my newspaper which I hoped would induce farmers to milk more cows. *The net result of that attempt was a correct guess on the part of the farmers that I had never milked a cow in my life.* That proved again the folly of trying to render a full measure of service through the newspaper alone.

But I did interest our Chamber of Commerce in the dairy matter and succeeded in having it made one of the chief activities for the year.

As a result I was named a member of a committee which went to Minnesota to investigate the dairy situation. We succeeded in inducing some of the leading farmers and dairymen of that section to visit our county—men who talked the same language; chewed the same tobacco; understood the same problems, and had common ground to stand on—through their mutual interest in the "Friendly Farmers Station," *KFNF.*

We held public meetings throughout our county. We realized the business men of Chillicothe would have to finance the campaign, so we called a mass meeting and it was agreed that, as I had started the project, I should finish it, and I was again chosen Director General of a fund raising campaign; $3,000 was subscribed by the business men of Chillicothe in three hours.

Today we have field men signing up the farmers in every section of our county, we have already established a sales connection, our farmers are guaranteed an increase of 3c to 5c per pound for their butterfat, and we hope to have the creamery under actual construction within thirty days.

IT has been said that if a man preach a better sermon, write a better book, or build a better mousetrap, though he may make his home in the wilderness, the world will make a beaten path to his door. That is literally true and *you need not worry about your community finding out about you if you identify yourself with the agencies that are up and doing in your community.* If you hob-nob with the crowd that is constantly *doing things* for your community you will reap a reward of friendship, you will be applauded by public approval and you may be assured that your business will profit thereby.

C. E. WATKINS

Publisher, The Constitution, Chillicothe, Mo.

FROM AN ADDRESS AT UNIVERSITY OF MISSOURI JOURNALISM WEEK, MAY 1927

THE PUBLIC is not trying to retard your progress. Neither is it trying to advance your interests. In fact, the public isn't giving you, personally any thought whatever. It simply wants the best it can get in Service.

REAL LIVING!

BERNARD SHAW: "This is the true joy of life: The being used for a purpose recognized by yourself as a mighty one; the being thoroughly worn out before you are thrown into the scrapheap; the being a *force* instead of a feverish, selfish little clod."

THE great tendency of specification engineers is to specify too much—especially when they are not thoroughly familiar with a subject. Some successful buyers seem to be content with specifying very little beyond the results desired, both as to performance, upkeep and the ability to stay on the job. In lines that are being rapidly improved, detailed specifications are very apt to prevent the manufacturer from supplying his latest development. If we decide that specifications are necessary let us be sure they are right.—New York *American Machinist.*

A QUESTION: "HOW IS YOUR HEADING?"

Heavy Stuff
(*United American Metals*)

THERE'S a saying to the effect that the children of shoemakers go about in bare feet. This homely proverb has been applied to innumerable instances, but to few is it more pertinent than to the newspaper and its neglected heading.

Among the thousands of newspapers in our library, there are hardly more than a couple of hundred that show the care and attention that this important heading merits. Occupying the preeminent position on the first sheet, the heading, as a general rule, is the most slovenly part of the paper. The letters are worn down, they are nicked at the edges, the caps are broken—in sharp contrast to the clean, new letters that go to make up the main news headline just below. Where a symbol is designed into a heading, the picture is frequently so sadly bruised and battered, that its plies to big-city newspapers as well.

Why do not all newspapers use a new heading with every issue? The cost is negligible. The time required to make a new heading is negligible. What is the reason then? Isn't it because—well, because it never occurred to them?

◈ ◈ ◈

WHILE THE ICE MEN are trying to recoup after the electric refrigerator men nearly busted them up by advertising—and while they try to tell in your columns about their $200,000 *magazine* campaign, is it worth while to sell your local ice men space in your paper, so they'll really get somewheres with their problem? That's only one of several similar questions you face, just now.—*J.L.M.*

JUST HOW TO KEEP FILES of PHOTOS, CUTS, EVENTS

Remember That You Need Facts of Persons 75 Percent and of Events Only 25 Percent

By WINIFRED CLARK

ONE of the important departments of a newspaper is its Library and Reference Department, sometimes known as "The Morgue."

Here are filed photos, mats, clippings, cuts and books of all important people, places, events or happenings—in fact, material on practically any subject in the world.

If the person you select to keep your morgue has never had newspaper morgue experience, an older and more experienced member of the editorial staff should read the papers and magazines, look over the photos and mark what is to be saved and how it should be indexed until the librarian becomes familiar with this task.

ALL your home town papers and one good metropolitan paper should be read and clipped carefully every day, saving all important articles both local and national. Clip also as many of the best magazines as you can.

The date and the name of the publication should be marked or stamped on each clipping, so that you will always know the date and source of each article.

Photos and mats should carry the full caption and date on the back, giving the name, place and occupation of the person shown, so as to avoid using the wrong photo. Put all cuts in envelopes and mark with date and name before filing.

Photos that have to be returned to owner may be copied, as you probably will want to use them again.

Nearly 75 per cent of the calls made on the average newspaper morgue are for facts concerning persons and only about 25 per cent concerning events, so you should be more liberal in keeping material concerning individuals.

THE best way to house a morgue is in steel cabinets. The initial cost may be a little high but it will be more satisfactory in the long run, as it will be fire, dust, water and rat proof, and very compact.

You will need two sizes of folders, one about 15 by 10 inches for the large photos, mats, etc., and the other about 8 by 5 1-2 inches to take care of the small material.

After twenty years of experience I find that the card index system is the simplest and best.

It will depend on the size of your morgue how large a guide you will want. For the average newspaper morgue you will want about 1000 guide cards (yellow) for the personalities, and about 500 guide cards for the topics. Be sure and keep your personalities and topics separate. Use white cards for indexing personalities and blue for topics.

WINIFRED CLARK

Newspaper Enterprise Association Service Librarian, Cleveland

The index cards are filed alphabetically. Use as few punctuation marks as possible, as they are apt to confuse and take time.

The folders are filed numerically, numbering them 1, 2, 3, etc., for the small folders and prefixing the letter A before the number for the large folders as A1, A2, etc.

Each person or topic is given a separate card with the last name first, and some identification as:

Rogers Will Movie A1

All cross references are also put on the cards. For example: You have a photo of Will Rogers shaking hands with President Coolidge. This may be a very good photo of Rogers yet you may some day want a stunt or layout of Coolidge shaking hands; so this is how your cards should look:

Rogers Will Movie A1
Coolidge Calvin Pres U. S. A3
Photo of Coolidge shaking hands with W Rogers X A1

Also your topic card (blue)

Hands A5
Shaking hands See Card
Shaking hands
Photo of Pres Coolidge and W Rogers X A1

Or you might have a very interesting article on Vermont which also contained some interesting facts about President Coolidge. You would file the article under Vermont and cross it under President Coolidge as:

Topic Card (blue)
Vermont State U S A6
Personality Card (white)
Coolidge Calvin Pres U S A3
Article on Vermont and Coolidge X A6

If you will always remember to file your topics under the simplest name you will never have any trouble finding them.

WHEN indexing you must keep in mind all the other things you might want to know. For example: one of the artists might want to make a layout of beautiful eyes or some one of the staff might want to write an article on eyes—who has the prettiest, or whose eyes are insured for the most, etc. While indexing you should bear this in mind and cross index all photos or articles that would answer the above. Your topic card for Eyes would look like this:

Topic (blue)
Eyes Human Body A10
Blank Mary—prettiest eyes in the world See Card
Doe Jno—Values eyes at $50,000 See Card
Land Sue—eyes insured for one million See Card

A charge slip should be made out for everything that is taken out of the morgue and filed in the folder it is taken from. When the material is returned the slip should be destroyed.

KEEP weeding out the dead stuff but always remember that you had better have two or three clippings too many than find yourself lacking one. Although a person may be dead you may want to keep a few good photos and clips about him as you never know when you may want to use them again.

AGENCIES, ADVERTISERS and PUBLISHERS WRITE THEIR EXPERIENCES and VIEWS; WHO IS RIGHT?

(CONTINUED FROM PAGE 15)

from center to center of rule for display space. Where line rate is charged we charge one line for the cut-off.

"With our larger publication, with more than 25,000 circulation where the rate is 15 cents per line, we accept no cuts that are made to 'fill flat' space. Each cut must bear room for cut-off or be charged with this. Our make-up policy is the same all the way through, 5 point for the cut-off just shy of the line and we make all display advertisers pay for their advertising rule. We hardly see how advertisers could expect otherwise since the benefit is theirs and certainly the publisher cannot afford to lose this."

ELIMINATE SPACING

A. W. WRIGHT, of the *Confederate and Representative,* Mount Forest, Ontario, Canada, says his "principle and practice is to count one of the rules as part of the advertisement."

Declaring that a year ago he had complaints both from local and national advertisers on measurements, W. R. Harris, business manager of the Asheville (N. C.) *Citizen,* adds that "we eliminated these complaints by using two point rules. These rules are so small that they take practically no space and eliminate white space as they rest against the border of the advertisement."

ANDREW J. FULLER, publisher of the Largo (Fla.) *Sentinel,* solves the difficulty thus:

"We use no cut-off rules between advertisements. In case of smaller cards, single or double coluumn, we cut the inside rules for the machine border to the full inch length called for by the advertiser, which in reality gives him one-twelfth of an inch over space. In case of half or quarter page ads, where such fullsomeness would over-run the length of the column rules, we take that much off the length of the down rules composing the borders.

"We have never been 'called' on this short measure—neither have we ever been complimented by the other method."

Frank O. Edgecombe of the Geneva (Neb.) *Signal,* complains that "foreign advertising comes full size, sometimes a little more, without the slightest allowance for rules."

IT'S UP TO PAPERS

THE other side of the question is upheld by many publishers who, like E. H. Clark, secretary and treasurer of the Cortland (N. Y.) *Standard,* "see no reason why an advertiser should pay for space occupied by advertising cut-off rule."

Among them are Henry D. Waldron of the Fairhaven (Mass.) *Star,* and Forest Gaines, publisher of the Richey (Mont.) *Pilot,* both of whom look upon the ad rule as part of the publisher's responsibility.

SUSTAINING MEMBER
NATIONAL EDITORIAL ASSOCIATION
1927 1927

Ruth K. Farmer, supervisor of telephone sales, classified advertising department, The Des Moines (Ia.) *Register and Tribune-News* writes: "The advertiser does not pay for the cut-off rules."

VIEWS of AGENCIES

SO FAR, all answers produced here have been from publishers. From the point of view of the agency and avertiser, Alfred G. Langworthy, vice president of the Stevens-Davis Co., Chicago, assumes that the advertiser should pay for cut-off rules. He states his position thus:

"It seems quite logical to assume that an advertiser taking less than the full page must give up a proportionate portion of his space to allow for the dividing rule. In dividing a page into its component parts, some of the type page area must be devoted to divisional space or rule indicating the separate advertisements.

"If each of four quarter-page advertisements were given an effective type area equivalent to one-fourth of a full page area, then the four advertisements would be so close together that it might be difficult to distinguish where one began and the other left off. If a rule or blank space were placed between each, however, without reducing the ads themselves, then the total type page would exceed the area of a standard page."

SOME FINE POINTS

ROBERT H. DIPPY, of the Robert H. Dippy Advertising Agency, Philadelphia, agrees in effect with this idea, though he expresses his reasons thus:

"An inch advertisement is 14 lines including rule or binders. We cannot see how any other interpretation can be placed upon the purchase of one inch of space, since if borders top and bottom were not included in the 14 lines of an inch advertisement, then the advertiser gets more than he pays for and the publisher thereby has his space reduced accordingly."

Still another angle, bearing on the same conclusion is that brought up by A. H. Fensholt, advertisers, Chicago:

"We consider the rule as part of the space and in preparing mats for newspaper work, we measure the rule top and bottom as part of the advertisement. If the newspaper inserts an additional rule between our advertising and the one above or below, it is done at the newspaper's expense."

C. C. STOCKFORD, president, the C. C. Stockford Co., Toledo, Ohio, aided this symposium by proposing the simile of the pound of butter. "Compare," his letter concludes, "the purchase of white space with the purchase of almost any other commodity. The merchant who sells it absorbs his package or container as part of his cost in doing business."

THAT SLIDING SCALE

W. J. STAAB, head of the media plan department of Fuller & Smith, Cleveland, states that his agency makes matrices to the exact depth represented by the space ordered and do not consider column rules, paying only for the space ordered.

Pointing out that the fact that 10 inches of small ads will not go into ten inches of space is the publisher's burden and consequently should not be taxed against the advertiser, C. C. Buchanan, of the Buchanan-Thomas Advertising Co., of Omaha, Nebr., adds that the sliding scale of rates which makes the price of small advertisements larger proportionately than full or half page advertisements is partly to cover just this condition:

"I am afraid that charging for the cut-off rule and necessary spacing would give some publishers an opportunity to charge far more than is necessary and would make it impossible for advertisers to tell in advance exactly what any particular advertisement would cost. This is important in publications where space costs $70 an inch or more."

DO NOT PAY FOR IT

FREDERICK McCurdy Smith, Advertising and Selling Service, New York, emphatically states:

"We would not honor for payment any bill by a publisher which included the charge of an extra line for the ad rules used at the top and bottom of a piece of copy we had ordered in that publication."

Agreeing with him are Erwin, Wasey and Co., Chicago; Campbell Ewald Co., Chicago; the George Batten Co., New York, the latter of whom assumes that the practice they favor is already universal.

NO matter which side of the question individual publishers and advertisers took in the present symposium, they were practically unanimous in agreeing with C. I. Hendrickson, of the Carl I. Hendrickson Advertising Co., of Chicago:

"If any standardization is arrived at through this symposium we shall be glad to follow it in future work."

Continued from Page 13

PRE-CONVENTION NOTES, N. E. A., OMAHA, JUNE 12

— Followed by Annual Journey (Through the Black Hills) —

OLE BUCK, "the man on the firing line" in preparations for the 1927 annual of the National Editorial Association, backed by President Herman Roe, Managing Secretary Hotaling and other officials, has without question interested his whole state of Nebraska, and vicinity in the forthcoming gathering. He said the other day:

"Were it not for the necessary rules limiting this event and the tour to newspaper folks of the N. E. A., we could easily fill several special trains. Every Nebraskan, especially its big men, is behind making the 1927 gathering a rousing success."

Mr. Buck and assistants have been working night and day for months on the arrangements—and, despite the fact that Mr. Buck's health has been seriously affected, and he is at a point where he will have to adjourn for a long rest from these labors and those of field manager and secretary of the Nebraska press, immediately after the N. E. A. convention and tour.

THE itinerary, including both the official sessions in Omaha, and the subsequent tour through the Black Hills Country, is as follows:

SUNDAY, JUNE 12.—Assemble in Omaha. Twenty pulpits occupied by prominent editors. Visit parks and playgrounds. Autos and reception committees on hand.

MONDAY, JUNE 13.—First day of convention. Adjourn at 4 p. m. for scenic drive to Council Bluffs, ending with dinner at Fairmont Park. Return to Omaha where the men will be initiated into the mysteries of Ak-Sar-Ben, and the women entertained at theater parties.

TUESDAY, JUNE 14.—Convention. Adjourn at 4 p. m. for scenic drive followed by barbecue dinner.

WEDNESDAY, JUNE 15—Convention. Adjourn at 4 p. m. Visit industrial plants in South Omaha, followed by dinner at the Live Stock Exchange. Unique entertainment for the evening.

WEDNESDAY, JUNE 15.—12 o'clock midnight. Entrain for the ten-day tour of Nebraska and the Black Hills.

THURSDAY, JUNE 16.—6 a. m. arrive at Fremont. Four hour stop. Breakfast by Fremont Chamber of Commerce and drives and entertainment provided. 12 o'clock noon arrive at Stanton where lunch will be served and the party taken in automobiles to Norfolk.

FRIDAY, JUNE 17.—6 a. m. arrive Chadron. Scenic drives. Barbecue dinner in State Park. Entertainment in full costume by Sioux Indians. Many other interesting features. 6 p. m. arrive Hot Springs in the Black Hills—nationally known summer and health resort.

SATURDAY, JUNE 18.—Visit Wind Cave. Drive to top of Lookout mountain. Visit Custer State Park. Lunch at the Game Lodge, then over the world famous Needles Drive to Sylvan Lake for dinner. (Elk and buffalo steaks served at these meals). Then to Custer, the oldest town in the Hills, for the evening.

SUNDAY, JUNE 19.—6 a. m. Deadwood and Lead. Visit underground works of the Homestake mine, the world's largest gold mine, followed by one of the finest scenic drives in the world. Banquet at the famous Hell's Gate in Ice Box Canyon. Visit Roosevelt Monument on Mt. Theodore Roosevelt.

MONDAY, JUNE 20.—Trip in open top cars through Spearfish Canyon, one of the world's premier scenic routes. Trout lunch at noon served at Spearfish. Then to Belle Fourche to view the great irrigation project, the largest earthen dam in the world. Dinner at Sturgis.

OLE BUCK
Nebraska P. A. Field Manager

TUESDAY, JUNE 21.—6 a. m. arrive Rapid City. Side trip over the Mystic line up Rapid Canyon, then over narrow gauge logging road in logging cars where a real lumber-jack meal will be served. Back to Rapid City for dinner and evening entertainment.

WEDNESDAY, JUNE 22.—6 a. m. arrive at Bayard, Nebraska, for breakfast. This entire day will be spent in the North Platte Valley, the modern Valley of the Nile. Sixteen towns will unite in entertaining the party.

THURSDAY, JUNE 23.—6 a. m. old-west breakfast at Sidney. Visits to historical points. Lunch and entertainment at North Platte, another historical old-west town. 4:30 p. m. arrive Cozad. Dinner and entertainment.

FRIDAY, JUNE 24.—6 a. m. breakfast at Kearney. Four hour stop. Sportiest golf course in the United States. 11:30 a. m. arrive Grand Island. Lunch and entertainment. Visit Stolley State Park. 5 p. m. arrive Hastings. Dinner and entertainment.

SATURDAY, JUNE 25.—6 a. m. arrive Lincoln—State Capital. Lunch on the campus of the State Agricultural College. Dinner at country club. Visit Nebraska's world-famed State Capitol Building, now under construction. 12 o'clock midnight, arrive Omaha and good-bye.

The N.E.A. Contests

DECISIONS TO BE ANNOUNCED AND AWARDS MADE, AT OMAHA

BEST FRONT PAGE—Thirty-six entries; Judges: H. Frank Smith, John E. Allen, Mergenthaler Linotype Company; W. A. Parker, American Type Founders Company, and E. G. Gress, editor *American Printer*.

BEST WEEKLY—Thirty-three; F. W. Beckman, Editor *Farmer's Wife*, George P. Collins, President North Dakota Press Association, Carrington, and Elmo Scott Watson, *Publishers' Auxiliary*, Chicago.

EDITORIAL PAGE—Twenty-seven; John W. Carey, President Iowa Press Association, Sioux City; John H. Casey, University of Missouri School of Journalism, and J. Barrye Wall, President Virginia Press Association, Farmville.

NEWSPAPER PRODUCTION—Sponsored by National Printer Journalist of Milwaukee: Eleven entries; J. V. Weber, President Minnesota Editorial Association, Slayton; Louis Zimmerman, Secretary Wisconsin Press Association, Burlington, and Sam P. Harben, Secretary Texas Press Association, Richardson.

GREATEST COMMUNITY SERVICE—Six; Norman J. Radder, University of Indiana School of Journalism, Bloomington; Andrew W. Hopkins, College of Agriculture, University of Wisconsin, Madison, and J. M. Stoddard, President Washington Press Association, Waterville.

ADVERTISING CONTEST — Bonnet-Brown Trophy) Six; H. Z. Mitchell, former President of the Minnesota Editorial Association, Bemidji; C. L. Hobart, President Missouri Press Association, Holden, and W. J. Keyes, Manitoba.

THE N. E. A. TODAY

UNDER the aggressive management of H. C. Hotaling of St. Paul, Minn., Executive Secretary, the National Editorial Association during the last seven years has undergone most remarkable development.

Personal considerations were thrust to the background seven years ago at Seattle, when a committee of lifelong friends of the Association appealed to Mr. Hotaling to take the helm as Executive Secretary. Mr. Hotaling had a well-established, profitable business of his own at Mapleton, Minn., where he had made his home for more than thirty years. The N. E. A. was more than $800 in debt.

Mr. Hotaling finally complied. It was necessary for him to advance his own funds if he was to have any funds; it was necessary to provide an office himself, if he desired a headquarters office; it was necessary for him to provide his own transportation if he traveled.

When the Forty-first annual convention met at Los Angeles, in June 1926, Hotaling had the satisfaction of reporting that the $800 deficit of 1919 had been turned into a $12,500 balance.

Permanent headquarters offices had been operated throughout the seven-year period at St. Paul; the executive secretary had gotten his own salary out of the field; a monthly association bulletin was published; an office and representative at the National capital at Washington, D. C., were maintained; an engraving department was created; a permanent Advertising Committee made repeated investigations and established a rate basis for advertising in weekly newspapers that meant hundreds of thousands of dollars of increased revenue to newspaper owners; in a crisis the Association procured emergency supplies of news print; etc.

Meantime, from a few hundred loyal editors, the membership of the Association was pushed up beyond the 3,800 mark. A list of Sustaining Members grew from a mere handful until $5,690 was paid into the Association treasury by Sustaining Members alone in 1926. Total receipts in 1926 were $16,310.

ROUND TABLE

N.E.A. NATIONAL RATE BOOK FOR LOCAL WEEKLIES, etc., DEFINITELY PLANNED

Officials of Organization, Headed by Herman Roe, Work Out Big Project with Standard Rate & Data Service

DEFINITE plans for the publication of a national rate book, to list weekly, semi-weekly and tri-weekly newspapers, under the auspices of the National Editorial Association have been completed at conferences held in Chicago with officers of the Standard Rate and Data Service by Herman Roe, president of the N. E. A.

Following consideration of several proposals for cooperation in issuing such a rate book Mr. Roe sent his recommendations to members of the executive committee for their consideration. Upon receipt of a unanimous approval from the six committeemen of the plan to launch this service project under National Editorial Association auspices, an agreement with the Standard Rate and Data Service was drafted which insures publication of the rate book the coming summer.

PUBLISHERS will receive a request in the near future for data regarding their papers which will appear in the rate book. To make it possible to finance the book, which calls for a budget of at least $9,000, a listing fee of $1 will be charged.

Extracts from a statement outlining the plan which was sent by Mr. Roe to officers of the N. E. A. follow:

AT THE meeting of Field Managers of State Press Association held in St. Paul last August this rsolution was adopted among others: We further recommend that the N. E. A. give a thorough investigation to the plan of issuing a national advertising rate book, to include all the weekly papers of the nation.

"This recommendation is based on the great need for such a rate book as there is no complete list of weekly papers in the United States. The nearest approach to it is the American Press Association's rate book but the urgent need for a more complete listing, backed by a recognized organization of national scope such as the N. E. A., has been voiced by James O'Shaughnessy, Executive Secretary of the American Association of Advertising Agencies, in addresses delivered at recent meetings of State Press Associations.

"For several months I have been making a thorough investigation of this matter and am now ready to submit a report with recommendations to the officers of the N. E. A. Having had some experience in compiling a rate book and knowing the expense that would be involved in building an organization in the Executive Secretary's office to handle the large amount of detail connected with compiling the information needed, I opened negotiations with the Standard Rate and Data Service of Chicago, publishers of a rate book service covering the daily newspaper, magazine, farm and religious paper field which has become so established as to be considered invaluable and indispensable to publishers, national advertisers and advertising agencies.

"I found the officers of Standard Rate and Data Service interested in the project and following several conferences at which all phases of the project were discussed they expressed a willingness to co-operate with the N. E. A. in publishing such a rate book. In my judgment, a working arrangement with this concern gives definite assurance of success. They have the experience, they have an efficient organization geared to this type of work, they know exactly what is needed in equipment of mailing system and filing devices, and they own their typesetting machines for setting the list once the information needed is compiled.

"In conference we have gone thoroughly into the matter of costs and the Standard Rate and Data Service will undertake the production of the proposed rate book in co-operation with the National Editorial Association with the understanding that the National Editorial Association will guarantee to cover any deficit between operating cost and the revenue derived from charging a listing fee to each paper.

"The Standard Rate and Data Service rate books covering dailies and other publications are financed through advertising space sold and the service fee charged purchasers of the 12 monthly books issued annually. We cannot expect to charge such a subscription fee for or obtain much revenue from advertising in the Rate Book of weeklies. When that service is well established the book will no doubt become so necessary a part of the library of every agency space buyer that we can charge a reasonable price for it.

"Our immediate problem is to finance the first issue of the Rate Book. The officers of the N. E. A. are always searching for projects that will enable them to re-sell the value of the organization to present members and to attract new members. Here is something tangible in constructive service which the Association can render the publishers of weekly newspapers, who constitute the big bulk of our N. E. A. membership. We have a healthy cash surplus—$16,000 on March 1st—and I can think of no better use to which we could put a portion of that surplus, at this time, than to assist in financing the first issues of this proposed Rate Book.

"In addition to the uncertain gamble connected with the amount of revenue that would be realized from the listing fee to be charged there is one serious objection to this feature, but since there is no other possible source of substantial revenue to finance the project I see no way of getting away from it.

"The serious objection is this: A percentage of publishers in the weekly field will balk at paying a listing fee and will therefore not send in data about their papers. If this percentage is very large it would count against the value of the rate book, which should be as complete as it is humanly possible to make it if it is to serve the purpose intended.

"On the other hand, I am confident that the stronger weeklies will co-operate gladly and will willingly help in financing the rate book by paying a listing fee. There should be at least 5,000 publishers who would pay the listing fee if it is made as low as $1.00 per year. Given $5,000 as the receipts from the listing fee charge, plus some revenue from advertising, the balance would have to be covered by an appropriation from the surplus in our treasury."

A NUMBER of states which are favored with the field secretary type of organized service are now publishing state rate books but there has been no uniformity in size or the information listed and inquiries made in advertising agency offices would indicate that while this form of co-operation is appreciated that many agencies have made but little use of such individual state rate books and they are easily lost in the files. One rate book with all state listings in the same style is what practically every space buyer who was consulted expressed a desire for. That the proposed national rate book will fill a real need is the sentiment expressed by Field Secretaries and state press association officials as well as officers of advertising agencies and of national advertisers—*N. E. A. Bulletin*, May 1927.

The THING I MOST WANT TO DO : : by A Country Editor

CHARLES BRADSHAW
Carrollton (Ill.) Patriot

THE thing I most want to do is to keep right on doing the same kind of work I have done for more than forty years, only vastly better and more effectively than I have ever been able to do it. I am the editor of a country newspaper.

You may smile at the modesty, or the poverty, of my aspirations, but I would not exchange places with King or Croesus, even for a single day, if in so doing I must forever turn my back upon the scarred and littered desk that has been my battlefield and the stage-setting of my small but most gratifying triumphs.

MY most vivid day-dreams have been of producing one perfect edition of a community newspaper—beautiful and absolutely correct in typography, attractive to the eye, and compelling attention; and, what is more important, carrying messages of human interest calculated to make a friend of every reader.

I should like to make a paper that, without assuming any air of superiority, without appearing to reach down to lift up, would meet common people on a common level and point upward.

For that paper I should search out and write local stories that would idealize home life; that would show how beautiful may become the relationship of father and son, of mother and daughter, and of how necessary to good citizenship is the preparatory home training and discipline.

THIS and much more would I do in the fulfillment of my dream. Is not my ambition a laudable one? My audience would be a community of common, every-day people, people who toil in the shop or on the farm, the class of people who represent the bone and sinew of our nation. It is from such communities that have come, and will always come, the nation's greatest characters.

With such a dream as that, even hedged about with all the handicaps of a country editor's life, would you exchange it for Aladdin's Lamp or the most roseate vision imaginable?

I would not!

CHARLES M. MEREDITH, Quakertown (Pa.) *Free Press*, did an interesting and valuable job during his campaign in Pennsylvania to round out the state quota in the National Editorial Association membership drive, when he lined up the values of the N. E. A. for publishers, in a letter, as follows:

ROUND-TABLE

DEAR FRIEND:

I WANT you to be a member of the National Editorial Association. I would like to have your reply by return mail, as we are four months behind in our records. The National Editorial Association:

HAS DONE FOR YOU

Saved you from a competitive newspaper in your own town, county—threatened by the National Farm Bureau.
Took the fangs from the newsprint gyps.
Taught about the suicide of "free publicity."
Popularized reforestation—assuring you newsprint.
Furnishes single column cuts for $1.50—correcting thereby national extortion.
Reclaimed National advertising.
Gives "weeklies" prestige in the mails.
Prevented passage of a proposed National Law making you run a "correction column" in your paper every week.
Raised your job, advertising and subscription rates.
Gives you 8 to 12-page magazine monthly.
Has a "treasury" to fight your battles.
Plans a 12-em instead of a 13-em paper for you.

PLANS FOR YOU

A national rate book.
Elimination of special printing on stamped envelopes.
Sends you editors, foremen, linotypers, pressmen, etc., on instant notice.
Lower postage.
Same or less zones.
Arranges annual conventions, and trips, at one-half to two-thirds regular price.
Extension of Washington Bureau to serve you in Association and other matters.
After you have joined I will tell you how the National Editorial Association made thousands of dollars for me."

IOWA ASSOCIATION'S ADDRESS CHANGED

E. F. TUCKER, managing director of the Iowa Press Association, announces that the offices of the body and also his own are now located at Denison, Ia., in the Gulick Block, near the Hotel Denison, and all mail should be addressed accordingly. The office has been at Ames. Denison is the home of Mr. and Mrs. Tucker. G. L. Caswell, former managing director, was recently named governor for Iowa of the Lions' Clubs.

Newspaper Contests

ALL-AMERICAN NEWSPAPER ELEVEN

NEARLY 400 editors and other visitors from all parts of the country at the Eighteenth Annual Journalism Week, Columbia, Mo., saw the rural journalism exhibits, prepared under the direction of Prof. John H. Casey. A feature was the "1926 All-American Country Weekly Eleven," chosen by Prof. Casey. The display was lined up in football fashion with the picture of the editor directly above the front page of his paper. The list included fifteen "players", four of these being "alternates".

Iona County (Mich.) *News*, Washington (N. J.) *Star*, Storm Lake (Ia.) *Tribune*, Monroe County (Mo.) *Appeal*, Quakertown (Pa.) *Free Press*, Bemidji (Minn.) *Sentinel*, Walton (N. Y.) *Reporter*, St. James (Minn.) *Plaindealer*, Boonville (Mo.) *Advertiser*, York (Neb.) *Republican*, Traer (Ia.) *Star-Clipper*, Colorado Springs (Colo.) *Farm News*, Red Bank (N. J.) *Register*, Macon (Mo.) *Republican*, and Elizabeth City (N. C.) *Independent*.

Wide columns and feature style prevailed in the exhibit of "Best Editorial Pages of Country Weeklies." These papers were selected largely on mechanical appearance, scope, originality, leadership, and literary excellence. The display included:

Knoxville (Ia.) *Express*, Coraopolis (Pa.) *Record*, Winona (Minn.) *Times*, Phinebeck (N. Y.) *Gazette*, Centerville (Md.) *Observer*, Perry (N. Y.) *Record*, Foster County (N. D.) *Independent*, Rutherfordtown (N. C.) *Sun*, Coconino Flagstaff (Ariz.) *Sun*, Edwards (Ill.) *Intelligence*, Paso Robles (Calif.) *Press*, Marshall (Minn.) *News and Messenger*, Geneva (Neb.) *Signal*, Ord (Neb.) *Quiz*, and Walsh County (N. D.) *Record*.

A Missouri Score card for weekly papers was prepared by the Missouri School of Journalism and has been endorsed by the Missouri Press Association. In scoring these weeklies 15 points each is figured as the possible mark for the front page, other news columns and the editorial page. Twelve points is the maximum grade for the appearance of the display advertising columns. Proportion of advertising to reading matter, original to non-original material, and local to foreign news are each graded on a possible score of 5 points, each. Volume, presswork, and printstock, advertising rates, circulation and typography are also graded on a basis of a possible score of 5 each. Three points is awarded for a perfect score for the classified advertising columns.

The Sierra Madre (Cal.) *News* was graded 97 on this basis, the highest grade given. Three got a grade of 95. They were: Minnville (Ore.) *Telephone-Register*, Waverly (Ia.) *Democrat* and Miami (Coral Gables, Fla.) *Rivera*. Those receiving a grade of 94 were: Williston (S. D.) *Herald*, Walsh County (N. D.) *Record*, Wayne (Neb.) *Herald* and Foster County (N. D.) *Independent*. The Northfield (Minn.) *News* got a grade of 95. The grade for the Spencer (Ia.) *News-Herald* was 91. The Cherokee (Ia.) *Chief* was graded 90. Papers below 90 included the Towson (Md.) *Jeffersonian*, which received 88 points, Albmerarle (N. C.) *Press* was rated 86. The El Reno (Okla.) *American* scored 84 points.

BUCKEYE (Ohio) PRESS ASSOCIATION, (Corrected)—Highest Awards; Community Service, Hillsboro *News-Herald*, Granville Barrere; Best All-Around at County Seat, Marysville *Tribune*, J. M. Huber; Best All-Around, not at County Seat, Barberton *Herald*, R. B. Snook. Ohio University (Department of Journalism found the contest so encouraging that plans are under way for a larger series of contests next year, with additional prizes.)

MINNESOTA UNIVERSITY EDITORS' SHORT COURSE—Awards furnished by Minnesota Paper Trade Association, Exhibit of Letterheads and Envelopes: First, Owatonna *Journal-Chronicle;* second, Kerkhoven *Banner;* third, Breckenridge *Gazette-Telegram;* fourth, Balaton *Press-Tribune;* fifth, Springfield *Advance-Press;* sixth, Kennedy *Star*.

U. T. A. SCHOOL of PRINTING MOVES

THE COMMITTEE on Education, United Typothetae of America, has decided to include the Indianapolis school at the Carnegie Institute of Technology, Pittsburgh, Pa. Formal tender of an endowment fund of $225,000 for two chairs of printing instruction at the Carnegie Institute has been made by the U. T. A. The change is effective Sept. 1, 1927.

ANOTHER SERVICE THROUGH ASSOCIATION

LEN W. FEIGHNER, field manager of the Michigan Press Association, has taken out a state brokerage license, after arrangements with the executive committee of the association, and will conduct a bureau in the purchase and sale of newspaper properties in Michigan.

ASSOCIATION ELECTIONS

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION—President, John Stewart Bryan, Richmond (Va.) *News Leader* vice-president, Edward H. Butler, Buffalo *Evening News;* secretary, George M. Rogers, Cleveland *Plain Dealer;* treasurer, Howard Davis, New York *Herald Tribune*.

BUREAU OF ADVERTISING of The A. N. P. A.—Chairman, Fleming Newbold, Washington *Star;* vice-chairman, Harry Chandler, Los Angeles *Times;* treasurer, Howard Davis, New York *Herald-Tribune*.

ASSOCIATED PRESS—President, Frank B. Noyes, Washington *Star;* first vice-president, Frederick I. Thompson, Mobile (Ala.) *Register;* second vice-president, W. J. Pape, Waterbury (Conn.) *Republican;* counsellor, Melville E. Stone; secretary, Kent Cooper; assistant secretary, Jackson S. Elliott; treasurer, J. R. Youatt.

CANADIAN PRESS—Honorary president, E. H. Macklin, Manitoba (Man.) *Free Press;* president, J. H. Woods, Calgary (Alta.) *Herald;* first vice-president, John Scott, Montreal *Gazette;* second vice-president, Henri Gagnon, Quebec *Soleil;* general manager and secretary, J. F. B. Livesay.

COLORADO PLAINS EDITORIAL ASSOCIATION—President, George Miles, Hugo *Range Ledger;* secretary, C. A. Brakeman, Cheyenne Wells *News*.

FLORIDA STATE PRESS ASSOCIATION—President, Mrs. Lucille Smith, Lake Worth *Herald;* first vice-president, R. L. Sweger, Gadsden County *Times;* second vice-president, V. Bryan Mack, Lakeland *Ledger;* treasurer, I. M. McAlpine, Dade City *Banner;* secretary, R. J. Holly, Sanford.

SOUTH FLORIDA PRESS ASSOCIATION—President, Carl Taylor, Dade City *Banner;* treasurer, Roy Gallemore, Polk County *Record;* secretary, Mrs. George Keller, Mount Dora.

SOUTHERN ILLINOIS EDITORIAL ASSOCIATION—President, James E. McClure, Carlinville *Democrat;* vice-president, Miss Ernestine Smith, Columbia *Star;* secretary-treasurer, Norris Goods, Virden *Recorder* and Girard *Gazette*.

MORNING NEWSPAPER PUBLISHERS' ASSOCIATION—President, A. Schaefer, Fort Wayne (Ind.) *Journal-Gazette;* vice-president, W. H. McConnell, Springfield (Ill.) *State Journal;* secretary-treasurer, E. J. Treffenger, Richmond (Ind.) *Item*.

WESTERN NEW YORK NEWSPAPER PUBLISHERS' ASSOCIATION—President, Merritt M. Landon, Bath Steuben County *Advocate;* vice-president, Jesse Barber, Wayland *Register;* secretary-treasurer, E. M. Blossom, Brockport *Republic-Democrat*.

PACIFIC NORTHWEST CIRCULATION MANAGERS' ASSOCIATION—President, J. B. T. Martin, Spokane (Wash.) *Chronicle;* vice-president, Ben R. Litfin, Dalles; secretary-treasurer, E. P. Hopwood, Portland *Oregonian;* directors: C. H. Breed, Spokane *Spokesman-Review* and Ed. Powell, Seattle *Times*.

SOUTHEASTERN COLORADO EDITORIAL ASSOCIATION—President, Otto Unfug, Walsenburg; vice-president, L. I. Giffen, Ordway; secretary-treasurer, Fred Betz, Lamar.

SOUTH TEXAS PRESS ASSOCIATION—President, Harry P. Hornby, Uvalde *Leader-News;* vice-president, Ray S. Carney, Robstown *Record;* secretary, Fred Herndon, San Antonio; treasurer, Charles Davis, San Antonio.

TEXAS PANHANDLE PRESS ASSOCIATION—President, Oran Kelly, Spearman *Reporter;* vice-president, Deskin Wells, Wellington *Leader;* secretary, Clyde Warwick, Canyon *News*.

CANADIAN DAILY NEWSPAPERS ASSOCIATION—President, E. H. Macklin, Winnepeg *Free Press;* vice-president, W. B. Preston, Brantford *Expositor;* treasurer, N. T. Bowman, Toronto *Telegram*. Board of Directors: A. W. Robb, *Herald and Mail*, Halifax; T. F. Drummie, *Telegraph-Journal and Times-Globe*, Saint John, N. B.; Hon. Frank Carrel, *Chronicle-Telegraph*, Quebec, P. Q.; Henri Gagnon, *Le Soliel*, Quebec; Georges Pelletier, *Le Devoir*, Montreal; James R. Henderson, *Gazette*, Montreal; W. G. Jaffray, *Globe*, Toronto; H. B. Burgoyne, *Standard*, St. Catharines; W. B. Preston, *Expositor*, Brantford, Ont.; J. E. Atkinson, *Star*, Toronto; George E. Scroggie, *Mail and Empire*, Toronto; E. H. Macklin, *Manitoba Free Press*, Winnipeg; Burford Hooke, *Leader and Post*, Regina, Sask.; Senator W. A. Buchanan, *Herald*, Lethbridge, Alta.; R. J. Cromie, *Sun*, Vancouver; John M. Imrie, *Journal*, Edmonton; W. J. Motz, *News-Record*, Kitchener; H. B. Muir, *Whig-Standard* Kingston, Ont.

NEW ENGLAND DAILY NEWSPAPER ASSOCIATION—President, Robert L. Wright, Haverhill (Mass.) Gazette; vice-president, Howard C. Rice, Brattleboro (Vt.) Reformer; secretary, James M. Langley, Concord (N. H.) Monitor; treasurer, Charles L. Fuller, Brockton (Mass.) Enterprise.

NATIONAL PAPER TRADE ASSOCIATION—President J. C. Mallalieu, George W. Miller Co., New York; vice-president, W. N. Gilett, Chicago Paper Co., Chicago, and H. W. Matthewson, Paper Supply Co., Minneapolis; secretary fine paper division, A. H. Chamberlain, New York; secretary wrapping paper division, N. A. Schoenbucher, Chicago; counselor, Mortimer W. Byers, New York.

OZARK (Mo.) PRESS ASSOCIATION—President, Phil R. Coldren, Joplin Globe; vice-president, Don Wright, Crane Chronicle; secretary (seventh year) May Stafford Hilburn, Webb City; treasurer, Bert Woolsey, Ash Grove.

CENTINELA (Calif.) PUBLISHERS' GROUP—President, Thad N. Shaw, Inglewood Daily News; vice-president, Warriner L. Hadley, and Bert Perrin, Gardena Valley News; secretary-treasurer, Lloyd P. Hamilton.

A MODERN ADAPTATION OF A BEAUTIFUL TYPE DESIGN

INTERTYPE GARAMOND

INTERTYPE GARAMOND IS A FAITHFUL RE NDITION OF THE EARLY SHOWINGS OF THE TYPES made by Claude Garamond in the sixteenth century *and prized so highly by book lovers, first in France*

6 Point

INTERTYPE GARAMOND IS A FAITH FUL RENDITION OF THE EARLY SHOWINGS OF types made by Claude Garamond in the sixte *enth century and prized so highly by book a*

8 Point

INTERTYPE GARAMOND IS A FA ITHFUL RENDITION OF THE EARLY SHO wings of types made by Claude Garam *ond in the sixteenth century and prized*

10 Point

INTERTYPE GARAMOND IS A FAITHFUL RENDITION OF THE E arly showings of the types made by *Claude Garamond in the sixteenth*

12 Point

INTERTYPE GARAMOND IS A FAITHFUL RENDITION OF the early showings *of the types*

14 Point

INTERTYPE GARAM ond is a faithful renditio

18 Point

INTERTYPE GARAMOND IS a faithful rendition of the early sho wings of the types made by Claude

18 Point Italic

INTERTYPE GARAM ond is a faithful rendition of the early showings of

24 Point

INTERTYPE GAR amond is a faithful r

30 Point

INTERTYPE G aramond is a fait

36 Point

Intertype Matrices run in other Slug-casting Machines

Standardized INTERTYPE TRADE MARK

INTERTYPE CORPORATION: *New York* 1440 Broadway; *Chicago* 130 N. Franklin St.; *Memphis* McCall Building.; *San Francisco* 560 Howard St.; *Los Angeles* 1240 S. Main St.; *Boston* 80 Federal St.; *London; Berlin.* Distributors in all of the principal cities of the world

COMPOSED ENTIRELY ON THE INTERTYPE. HEADING ENLARGED

ROUND TABLE

OKLAHOMA CONSIDERS FIELD MANAGER PLAN

FOLLOWING a report by Jim Biggerstaff, Wagoner, on the advantages of the field manager plan for press associations, the recent convention of the Oklahoma association at Poteau, continued the committee to report at the next meeting. A committee was appointed to prepare and secure approval of a state printing price schedule. It was decided to hold a contest for daily newspapers.

S. S. of P. SCHOLARSHIP AWARDS ANNOUNCED

AFTER Consultation with representatives of the American Newspaper Publishers' Association, the Southern Newspaper Publishers' Association, and four manufacturers who have placed much equipment in the Southern School of Printing, Nashville, Tenn., Head Director E. P. Mickel announces eleven scholarship awards. Applicants must be 18 years of age, education enabling them to pass the school's test with a grade of 70 per cent; be well recommended, and agree to remain in the school the required time to complete their training, and to conform to the school's rules. Particulars may be had by writing to the director of the school in Nashville. The awards follow:

American Newspaper Publisers' Association—Two scholarships in the Linotype course.

Southern Newspaper Publishers' Association—One scholarship in the Intertype course.

Lanston Monotype Company—Two scholarships in the Monotype course

Babcock Printing Press & Manufacturing Company—Two scholarships in the press course.

Miehle Printing Press & Manufacturing Company—Two scholarships in the press course.

Kelly Press Division of the American Type Founders Company—One scholarship in the press course.

Cleveland Folder Company—One scholarship in the press course, to include training on the Cleveland Folder.

The value of a scholarship approximates $250. The school is turning out about 100 graduates a year.

ALABAMA PRESS TAKES A BIG TRIP

MEMBERS of the Alabama Press Association, many of them accompanied by their families, arrived in New York by boat, May 10, for a three day convention at the Waldorf Astoria. One day was devoted to a tour arranged by the Mergenthaler Linotype Co. which included a sightseeing trip to points of interest throughout the Metropolis. The delegation was headed by F. W. Stanley of the Greenville *Advocate*, president of the association, Horace Hall of the Dothan *Eagle*, secretary, and John L. Davis of the New Orleans office of the Mergenthaler Linotype Company. Returning, the party left New York on the Savannah line steamer, *City of Savannah*, May 12.

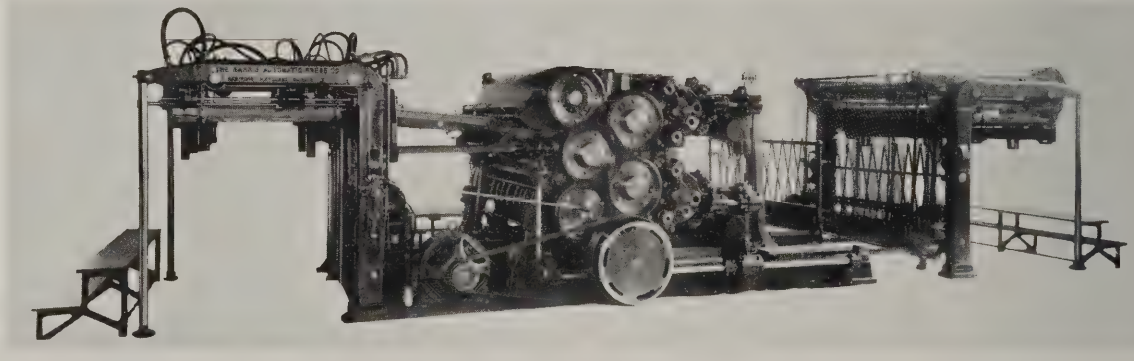
MANUFACTURERS : : : SERVICES

TORONTO TYPE FOUNDERS ABSORBS CANADIAN

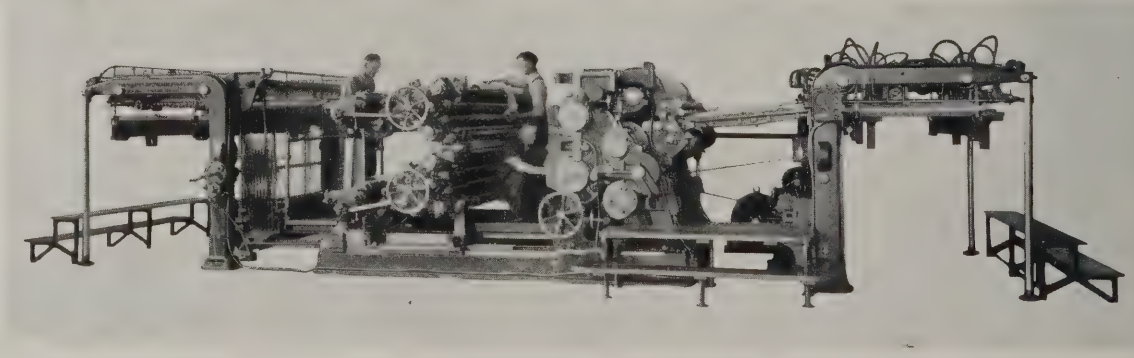
ANNOUNCEMENTS come from Toronto, Can., that the Toronto Type Founders Co. has acquired the assets of the Canadian Type Founders Ltd.; also that the Hamilton Mfg. Co., Two Rivers, Wis., will have the Toronto concern act as its general distributors in all Canada east of British Columbia, giving much improved distribution and service facilities. It is also stated that the Toronto company will act as sole distributors in the same territory for the "Cut Cost" equipment of the American Type Founders Co. Maurice A. Wareham, who was associated with the Canadian since inception, has joined the Toronto company's selling organization.

ADVERTISING SERVICES FORM ORGANIZATION

REPRESENTATIVES of the companies have met in New York to form the Associated Advertising Services, and elected D. H. Livingston, Century Advertising Service, New York, president; N. B. Conhaim, Meyer-Both Company, Chicago, vice-president; F. E. Evans, Evans & Brisebois, secretary, and C. L. Gibson, Standard Corporation, Chicago, treasurer. The association has an office at 10 W. Forty-seventh street, New York, with Joseph A. Winder in charge. The purpose is "to establish and maintain better principles of practice among service companies, to eliminate unfair and illegal methods of competition, and to elevate to higher levels the general field of syndicate advertising." The following participated in the first meeting: Century Advertising Service, New York; the Standard Corporation of Chicago; the Metro Associated Service, New York; Meyer-Both Company, Chicago; Economy Services of the *Dry Goods Economist*, New York; Zuckerman Services, Chicago; Bonnet-Brown Corporation, Chicago; the Chicago Tribune Advertising Service; R. C. Banker & Co., Grand Rapids,



SHEET FEED ROTARY PRESS DEMONSTRATED by HARRIS-SEYBOLD-POTTER, CLOSED



NEW PRESS SHOWN WITH INK SYYSTEM OPENED and PRESSMEN PREPARING for a RUN

ROUND TABLE

Mich.; Evans & Brisebois, Grand Rapids, Mich.; Frank V. Martin Company, Detroit, and Holland Advertising Company, New York.

GENERAL SALES MANAGER FOR DICTAPHONE

MERRILL B. SANDS, the past eight years with the Erickson advertising agency in New York, has become general sales executive of the Dictaphone Sales Corporation, 154 Nassau street, New York City. He is a graduate of Yale. Prior to going to New York he sold for the Street Railway Advertising Co., covering Minneapolis, St. Paul, Duluth, Superior and other cities, and established the Minneapolis office of Charles H. Fuller Co. He has also had connections with Dunlap-Ward, Frank Presbrey, H. E. Lesan and other agencies.

MANAGES WHITING'S CHICAGO OFFICE

WHITING Paper Company has announced the appointment of T. H. Hamilton as manager of the company's Chicago office at 318 West Washington street. Mr. Hamilton comes from Holyoke, Mass., where he was connected with the firm a number of years both on the road and in the mill.

LUDLOW SET POSTER SHOWS NEW TYPESIZES

THE TWO-COLOR quarter-sheet poster reproduced herewith was used to announce to Ludlow Typograph Company employees the house warming of its new building at 2039 Lewis Street, Chicago, (a half block east of its main building), which was recently completed. The heavy Gothic lines were set in 60, 72 and 84 point. The Caslon Bold faces range up to 72 point. All were set in Ludlow typefaces, cast and delivered in sluglines by means of the new Ludlow Universal Delivery Slide, which permits the setting, and delivery on the galley at the front of the machine, of any line from 6 to 84 point without machine or mold changes.

NEW RECORDER FOR NEWSPAPER PRESS

A NUMBER of newspapermen specially interested in the production and press angles, have examined with keen interest a recent installation on presses of the Los Angeles (Calif.) *Examiner* of the "Ohmer Recordograf," giving an exact graphic record of the time during which presses are in operation over each 24-hour period, together with a correct count of the number of papers delivered by the presses or the number of impressions made, etc. The device is by the Ohmer Fare Register Co., Dayton, O., whose taxi meters are familiar to everyone. It is small and inconspicuous, and proof against tampering. A tape is used representing, each, a 36-hour period, divided into hour and 5-minute periods. This moves under a stylus by a clock mechanism, which "writes" the facts. Counting mechanism is connected directly to drive shaft, and cannot be reset or changed. The "Recordograf" can be installed on any rotary mechanism. Detailed analyses are being made of the records at the *Examiner*, and have proved valuable in increasing efficiency and reducing "bookkeeping."

1927 Press Room Economies

BOOK-NEWS BLACK — Pronounced by many publishers as the best Book-News Ink they have ever used It's made to suit the requirements of smaller newspapers and it's SO GOOD you can use it on a better class of printing.

This ink is shipped in steel containers, eliminating waste and leakage and the unpleasant GOBS of ink on the press room floor. You execrate these unpleasant conditions. We remedy them for you.

DITTO HALFTONE BLACK—A superior black for coated papers. Prints clean; sets quickly; dries hard.

1927 RED—A brilliant Red with bronze overtone. Suitable for all commercial work.

BRONZE BLUE No. 1—With a strong reddish metallic over cast.

FINE JOB BLACK—Adaptable to all Gordon work.

28 lb. Book-News Black ..$	.18	$5.04
3 lb. Halftone Black	1.50	4.50
1 lb. 1927 Red	1.50	1.50
1 lb. Bronze Blue	1.50	1.50
1 lb Fine Job Black	1.00	1.00
		$13.54

This Shipment to you prepaid for $10.00.

It's an economical buy from the point of quality and price. Try it! If you aren't more than pleased after a try-out we'll gladly refund your money.

You may increase or diminish the four job inks to suit your requirements.

News inks must be shipped in advertised quantities.

◈◈

Dunham-Watson Co.

PRINTING INKS LITHO

638-44 SOUTH CLARK STREET

PHONE HARRISON 5859

Chicago

Branch Office:

MILWAUKEE, WIS.

Broadway 8576 368 Milwaukee St.

Johnsonized

JOHNSONIZED Printing, Binding and Typesetting Machinery is the better grades of standard machines thoroughly remanufactured and sold under a positive guarantee against defective material and workmanship, and installed by competent mechanics with a minimum of expense and trouble. The saving is very much worth while. The results are certain. The Johnsonized guarantee has stood the test of thirty-two years. The following letters are from customers after the machinery was erected and tested by them.

From the Divide County Journal. April 2, 1927.
Crosby, North Dakota.

Your machinist has this day completed the work of installing the Johnsonized Campbell Two-revolution Press, Omaha Folder and Motor. His work has been found to be satisfactory and the equipment operates O. K.

From the Republican-Herald. May 6, 1927.
Metropolis, Illinois.

Your machinist has just completed installing the Johnsonized Cottrell Two-revolution Press, Omaha Folder and Motor purchased from you, which appear to be first class. We wish to say that in your machinist we have found one of the very best mechanics we have ever met. Also that as a gentleman, courteous, patient and all that goes to make up a most congenial man, he stands high in our estimation. If he is a sample of the kind of men you send out to do your work, we do not wonder that you have a good business.
We thank you for the interest you have taken and trust that the press will fully meet our expectations after being in use.

From The Mountaineer. April 19, 1927.
Big Sandy, Montana.

The erection of the Johnsonized Babcock Express purchased from you was completed this morning by your machinist. The press is all and more than we expected it to be and is running perfectly. We are more than pleased with your machinist's work in setting up the machine and starting it.

From the Wonewoc Reporter. April 23, 1927.
Wonewoc, Wisconsin.

Your erector has just completed erecting our Johnsonized Potter Drum and we are very pleased with the way the work was done. The press does fine work and we find your erector a very pleasant and courteous man around the shop. We look forward to increased profits thru Johnsonized Machinery.

April 7, 1927.
From The Kidder County Farmers Press.
Steele, North Dakota.

Your erector has completed erecting the Johnsonized Two-revolution Hoe Press today and we run off this weeks edition on it. Everything appears to be satisfactory, your erector taking great pains to see that every little detail was attended to before turning it over to us. He demonstrated his ability as an A1 workman, put in long hours and proved himself to be a gentleman of high type during his stay with us.

C. I. Johnson Mfg. Co.

Furnishers of Complete Printing Outfits

48-50 East 3rd St. 143-5-7 So. Wabasha St.
Saint Paul, Minnesota

ROUND TABLE

INTERTYPE GARAMOND IS ANNOUNCED

A BOOKLET of 16 pages announcing the cutting of a Garamond series for users of slug-casting machines is being sent out by the Intertype Corporation. It shows a range of sizes from 6 to 36 point with several full page exhibits of practical display. The Intertype Corporation says: "Intertype's version of the Garamond type design is based on the series of type known at the *Imprimerie Nationale*, Paris, as *Caracteres de l'Universite*. Tradition has ascribed the type to Claude Garamond, the sixteenth century punch-cutter. This design, revived in the world's most illustrious printing office, quickly earned a brilliant reputation. Its adaptation by Intertype to the slug-casting machine has been made with infinite care, without sacrifice of beauty to practicality. The Intertype Garamond series is a book and commercial type worthy to rank with Caslon for usefulness, with Kentonian for beauty; sharp enough for advertising typography, and clear enough for the pages of a text book. Like other Intertype faces, the Garamond matrices are cut with the exclusive Intertype wide teeth."

SHEET FEED ROTARY IS SHOWN BY H-S-P

BEFORE an enthusiastic group of graphic arts executives from all sections of the country, the Harris-Seybold-Potter Co., Cleveland, recently demonstrated its new machine, incorporating the Claybourn principle. The two-color press produced a beautiful five-color job, the sheets going through the press but once. The size of the sheet was 46x70, the speed 2800, the colors Green Lake, Clifton Red, Mixed Blue, Mixed Orange, and Black, fed from divided fountains. The ink distribution of this machine attracted considerable favorable comment. There are thirty form, distribution, and ductor rollers, vibrating drums, vibrating storage rolls, and intermediate rolls, delivering the ink to the plate in a manner insuring complete breaking up. The distribution system can be rolled back away from the plates, allowing the operator accessibility to all parts of the system and to the plates. The press is equipped with the Harris pile feeder and receding pile delivery which function smoothly at the machine's maximum speed of 4000 per hour, and at its guaranteed speed at close register of 3500 per hour.

"It was the general opinion of the many who viewed this demonstration that the Harris Claybourn two color machine can be considered the first Rotary press which can handle medium short runs economically," said H. A. Porter, general sales manager, "This is possible because of the Claybourn non-stretch precision curved plate, which eliminates make-ready almost to the vanishing point and cuts 'down time' accordingly. Other interesting points are: The sheet is not transferred between colors, making impossible loss of register at this point, and the rollers last for a very long period because they do not reverse."

TWELVE REASONS FEATURE ANNOUNCEMENT

THE Goss Printing Press Co., Chicago, is displaying merits of the Goss "Comet" in recent announcements, with a "sun and comet" cover design. The slogan is "A Little Press with a Big Capacity". Emphasis is placed on the equipment with Goss patented narrow margin chases, and letters from users. Impression, tensions, folder, control, pinions, freedom from vibration, inking system, fountains, automatic tension, cross heads, construction and saving of paper are the twelve points covered.

ANNUAL OF LANSTON MONOTYPE COMPANY

HARVEY D. BEST was re-elected president; J. Thilman Hendrick, re-elected chairman of the board, and T. Frank Morgan elected vice-president. There were also a few changes in the personnel of the board. Reports showed that for the third consecutive year net earnings, volume of sales and new customers for both Monotype and Barrett machines have increased. Notwithstanding increases in bills and accounts receivable from larger business, requiring the use of more capital, the company's cash position has been such that it has not borrowed any money during the past fiscal year. The report points out the large program for production of matrices for new type faces, the largest the company has ever undertaken. Foreign business growth is also covered, showing a remarkable record.

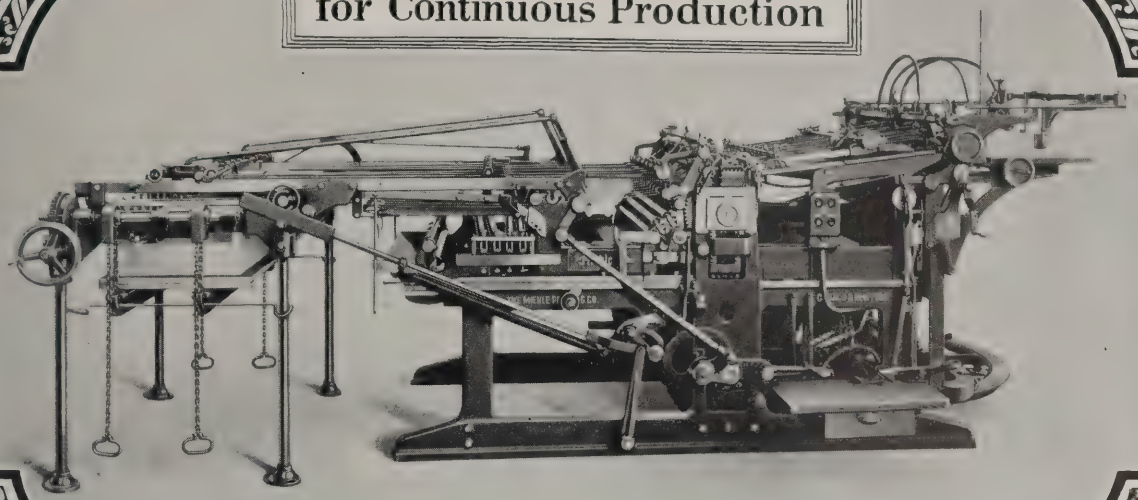
CLIFTON R. HUNN CHICAGO MANAGER

E. W. MEYER Co., Milwaukee, Wis., makers of Gold Seal metallic ink, announces appointment of Clifton R. Hunn as Chicago representative at 3257 S. Wells street. He is widely known in Chicago printing circles.

STORES BECOMING "TYPE CONSCIOUS"

A RECENT publication of the Continental Typefounders Association, New York, features a current and strong development in the newspaper advertising field, the adoption of distinct type dresses by individual retail advertisers. Says the circular: "Altman's (New York department store) standardized upon an unusual imported type face, the

Miehle Automatic PRESSES
for Continuous Production



THE GREATEST RETURN

THE money which brings me the greatest return," said one of our prominent printers, "is that which I have invested in improving my plant."

The saving, or profit, in wages alone, earned by MIEHLE AUTOMATIC PRESSES will pay a substantial return on the investment, to say nothing of the added flexibility and general readiness these presses will bring to the business.

They bring 1½ for 1. No wise printer can afford not to make this investment.

MIEHLE PRINTING PRESS & MFG. CO.

Main Office and Factory
Fourteenth and Robey Sts.
CHICAGO

Sales Offices:
PHILADELPHIA · BOSTON · DALLAS · SAN FRANCISCO · LOS ANGELES · ATLANTA, Dudsen Printers' Supply Company · OKLAHOMA CITY, Western Newspaper Union · SALT LAKE CITY, Western Newspaper Union

Operating Exhibits:
Transportation Building, Chicago **Printing Crafts Building, New York**

ANY GIRL CAN
Run No. 112

THE experience of Mr. F. C. Carley, President of The General Printing Co., of Dayton, Ohio, renders a judgment. Mr. Carley says in his letter of July 6, 1926:

"It gives me pleasure to state that our Mentges No. 112 Folder is exactly what we needed to complete our equipment. . . . It is accurate, speedy, and the cost of operation is negligible. . . . Any bindery girl can run your folder without training, it is so simple to handle, and we congratulate you on your accomplishment in providing the printer with such a highly perfected machine for the low price you sell it for. . . . It is a *money making* investment for any shop if used even occasionally."

"By their merits you shall judge them"

The Mentges Demonstration Plan allows you to try the No. 112 Folder in your own shop at our expense.
You can judge its merits for yourself
Write for particulars

The MENTGES FOLDER CO., *Sidney, Ohio*

THE ROBERT DICK
MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet

The Robert Dick Mailer
137 W. TUPPER ST. BUFFALO, N. Y.

ROUND TABLE

Narcissus, for all headings : : Instantly it attracted attention . : giving this user a distinct advantage." *"NPJ"* presently will cover such developments in the newspaper advertising field with a special article. Hess Bros., Allentown, Pa., and Sanger Bros., Dallas, Tex., two far-famed department stores, recently *purchased for their newspapers* the Narcissus series, to have their ads set in that face. The Continental has concluded dealer arrangements for New England with the Machine Composition Co., Boston.

MONOMELT ANNOUNCES EXPANSION PLANS

THE REORGANIZATION of the Monomelt Company, 4541 Ravenswood Ave., Chicago, and an enlarged program of manufacturing and selling Monomelt equipment is announced by W. H. F. Thompson, secretary and treasurer of the Rotary Snow Plow Company, who has acquired control of Monomelt Company. The Monomelt Company manufactures the "Monomelt System" of handling metal on slug casting machines. The machine melts "killed" type metal and feeds the hot metal into the metal pot without need of separate re-melting and "pigging". The device, placed directly over the standard hot metal pot, keeps a constant temperature, insures a uniform flow of clean metal. The device is now standard equipment in many printing establishments. The plans of the reorganized concern include sales and service to users.

ASSOCIATION DATES

JUNE

MISSISSIPPI PRESS ASSOCIATION, 8-10, Clarksdale, Miss.
A. N. P. A. MECHANICAL CONFERENCE, 8-9, Penn-Harris Hotel, Harrisburg, Pa.
NATIONAL EDITORIAL ASSOCIATION, 12-15, Omaha, Neb.
MICHIGAN PRESS ASSOCIATION, Summer Outing, 16-19, Houghton Lake, Roscommon County.
TEXAS PRESS ASSOCIATION, 17-19, El Paso.
PENNSYLVANIA NEWSPAPER PUBLISHERS' ASSOCIATION, summer meeting, 17-18, Waynesboro.
WEST VIRGINIA COUNCIL OF JOURNALISM, 17-18, Jackson's Mill (boyhood home of Stonewall Jackson).
INTERNATIONAL CIRCULATION MANAGERS' ASSOCIATION, 22-23, Atlanta, Ga.
SECOND DISTRICT INTERNATIONAL ADVERTISING ASSOCIATION, 22-24, Schenectady, N. Y.
CANADIAN WEEKLY PRESS ASSOCIATION, 23-25, Bigwin Inn, Muskoka.
KENTUCKY PRESS ASSOCIATION, 23-25, Mayfield.
TRADE COMPOSITION CONFERENCE, St. Paul, June 24-26.
PRINTING EDUCATION (U. T. A.) Sixth Annual Convention, 27-29, Indianapolis, Ind.

JULY

SOUTHERN NEWSPAPER PULISHERS' ASSOCIATION, 4-6, Atlanta Biltmore Hotel, Atlanta, Ga.
UTAH STATE PRESS ASSOCIATION, 9-11, Cedar City.
VIRGINIA PRESS ASSOCIATION, 14-16, Williamsburg.
NORTH CAROLINA PRESS ASSOCIATION, 20-22, Morehead Villa Hotel, Morehead Bluffs.
IDAHO EDITORIAL ASSOCIATION, 22-23, Mack's Inn.
OREGON STATE EDITORIAL ASSOCIATION, 22-23, Roseburg.

AUGUST

MAINE PRESS ASSOCIATION, annual, Lakewood, near Skowhegen, Aug. 19-20
GEORGIA PRESS ASSOCIATION, 22-24, Eatonton.

SEPTEMBER

GRAPHIC ARTS EXPOSITION, 5-17, Grand Central Palace, New York City.
INTERNATIONAL ASSOCIATION OF PRINTING HOUSE CRAFTSMEN, 5-17, Grand Central Palace, New York City.
INTERNATIONAL TRADE COMPOSITION ASSOCIATION, 5-17, Grand Central Palace, New York City.
INTERNATIONAL PRINTERS' SUPPLY SALESMEN'S GUILD, 5-17, Grand Central Palace, New York City.
INTERNATIONAL ASSOCIATION OF ELECTROTYPERS OF AMERICA, 5-17, Grand Central Palace, New York City.
EMPLOYING BOOKINDERS OF AMERICA, 5-17, Grand Central Palace, New York City.
UNITED TYPOTHETAE OF AMERICA, 5-17, Grand Central Palace, New York City.
WASHINGTON PRESS ASSOCIATION, summer meeting, 15-17, Wenatchee.
NATIONAL ASSOCIATION OF STATE PRESS FIELD MANAGERS, 15-18, Detroit, Mich.

NOVEMBER

OHIO NEWSPAPER WOMEN'S ASSOCIATION, 4-6, Toledo, Ohio.

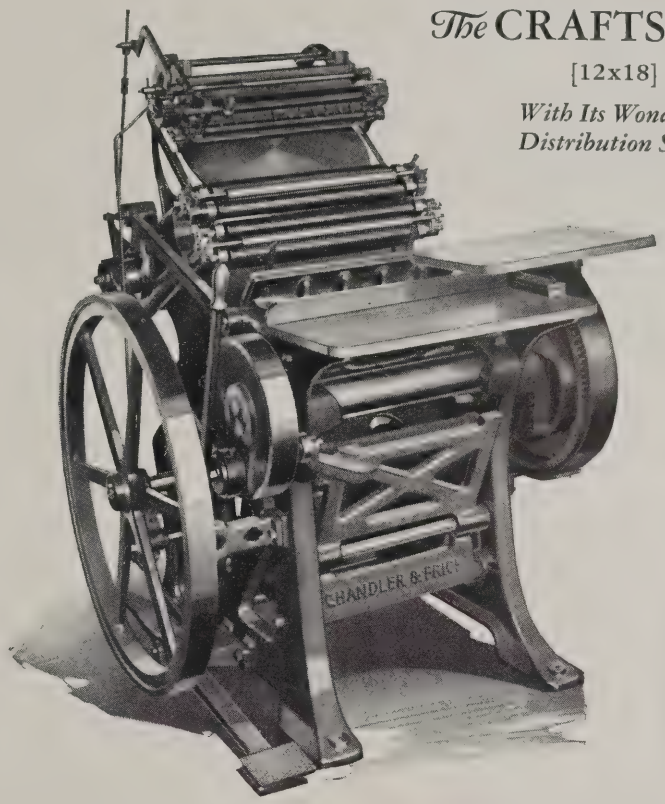
MR. & MRS. C. S. BROWN at HASTINGS, MICH.

MAY 11 issues of the Hastings (Mich.) *Banner* published the following: "Mr. and Mrs. Chas. Brown, who for some time have lived in Chicago, but have a home in Hastings, have returned to this city. For twenty years Mr. Brown has represented the Duplex Printing Press Co. of Battle Creek and has sold in that time millions of dollars worth of their presses. Beginning when he was a boy of 13, he had been connected with print shops as compositor, jobman, pressman. His next step began 41 years ago when he started to travel for a Chicago specialty house, dealing in newspaper supplies. He then became associated with Barnhart Brothers and Spindler, the typefounder firm, and continued that connection for several years, terminating it

The CRAFTSMAN

[12x18]

With Its Wonderful Distribution System



CHANDLER & PRICE PRINTING PRESSES

FOUR SIZES—8x12—10x15—12x18—14½x22

We carry all sizes of Chandler & Price Presses in stock at our Selling Houses for prompt delivery. When in the market for a new C. & P. Press, *write, telephone or wire your requirements,* including motor equipment, *to the nearest Selling House of the*

AMERICAN TYPE FOUNDERS COMPANY

Selling Houses located in the following cities:

Boston				Denver
New York	Buffalo	Atlanta	Milwaukee	Portland, Ore.
Philadelphia	Pittsburgh	Chicago	Minneapolis	San Francisco
Richmond	Cleveland	Detroit	Kansas City	Spokane
Baltimore	Cincinnati	St. Louis	Des Moines	Los Angeles

EXHIBITOR
GRAPHIC ARTS EXPOSITION
New York *Sept. 5-17, 1927*

SET IN MEMBERS OF THE GARAMOND FAMILY TEAGUE BORDERS

Daily Newspapers Need the

ROCKAWAY

Automatic Space Band Cleaner

The ROCKAWAY Automatic

Will Clean Your
Linotype and Intertype Spacebands
Faster, Better, More Economically
Than It Has Ever Been Done Before.
It Applies Graphite in Just the Right Quantity.

Machine Sent on Ten Days' Trial

The Rockaway Co.

3508 Wisconsin Avenue Milwaukee, Wisconsin

THE biggest Newspaper Publishers in the U. S. A. and Canada read

"NPJ"

Mailed directly to their Homes for Their Private Reading Tables

The International Circulation Managers' Association

can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please,

Mr. Clarence Eyster
c/o STAR, Peoria, Ill.

N ROUND TABLE J

when he began selling presses. For some time he was placed in charge of the government printing office at Washington. This was under the Roosevelt administration. His son, Charles H. Jr., who is also a salesman for the Duplex Printing Company, will continue travelling from Chicago, but his father will relinquish his work as head of the Chicago sales department. We have a word to say to the people who think they can tell some fish stories—that they had better watch their laurels."

INSTALL INTERTYPE NEW IDEAL FACE

THE FOLLOWING newspapers now have this for their dress, in addition to the many previously announced: East Rutherford (N. J.) *Advertiser,* Norwalk (O.) *Reflector Herald,* Gary (Ind.) *Post Tribune,* Protection (Kans.) *Post,* Frazee (Minn.) *Press,* Drumright (Okla.) *Journal,* Marfa (Tex.) *New Era,* Margaretsville, (N. Y.) *Catskill Mountain News,* Odessa (Tex.) *News,* Hammonton (N.J.) *Republican,* Pittsfeld (Mass.) *Il Resveglio Coloniale,* Ranger (Tex.) *Eastland County News,* Pampas (Tex.) *Gray County News,* New York *Times,* Staten Island (N. Y.) *Advance,* New York *Women's Wear Daily,* New York *Catholic News,* Long Island (N.Y.) *Daily Star,* and Porterville (Calif.) *Recorder.*

SHORTENING WORDS IN BUSINESS by HOWARD

THE HOWARD Paper Co., Urbana, O., in a recent folder, interestingly employs the American business demand for brevity in a message on Howard record form papers. It says: "Howard Bond Writes the Shorthand of Color into Your Business Messages." The folder is marked in many unique ways with the atmosphere of the executive calling, "take a letter, please."

BALLBEARING ROLLER CORE OFFERED

WM C. HART Co., Inc., New York, are announcing the Hart Ball Bearing Roller Core, after tests of two years, distribution through press makers and roller houses. The device is offered as overcoming difficulties due to worn-out journal ends on rollers.

ANY NEW IDEAS IN COMPOSING STICKS?

O. H. KEPLEY, general manager of H. B. Rouse & Co., is asking plant executives to inquire of employes if they have any suggestions for improving composing room sticks. "If the present ones are satisfactory as now made," he says, "the Rouse concern would like to know it. Is improvement actually needed in composing sticks? If so, exactly what is required?" The Rouse concern has paid large sums to printers for some of the important Rouse tools now on the market. Mr. Kepley states he will be glad to have ideas written to him at 2214 Ward street, Chicago.

WESTVACO INSPIRATIONS for PRINTERS, No. 25

THIS LATEST issue of the far-famed series is the "Catalogue Number". The introduction says: "This is in effect a review of recent catalogue printing in America. While it makes no claims to show all the best work produced during the period represented, it does include much work ranking admittedly with the best, and a great deal more besides that is mighty good." Several recent French catalogues are also shown, for comparison. There are pages and pages of color cuts, showing catalogue cover and page designs.

MOHR LINO-SAW ADVERTISEMENT UNUSUAL

KEEN INTEREST has been evidenced to *"NPJ"* for the Mohr Lino-Saw Co. page advertisement in the May issue, showing the oldest newspaper in the world using the Mohr Lino-Saw. It is the Oprechte Haarlemsche Courant, of Haarlem, Netherlands, started in 1656. A testimonial letter from the paper to the manufacturers was a feature of the ad, including a translation into English. The home of this newspaper was pictured.

THOMPSON DISPLAYS POPULAR FACES

THIRTY-FOUR are displayed in a publication of the Thompson Type Machine Co., Chicago, together with an explanation of the uses of various matrices in casting type-foundry quality display type from them on the Thompson Type Caster.

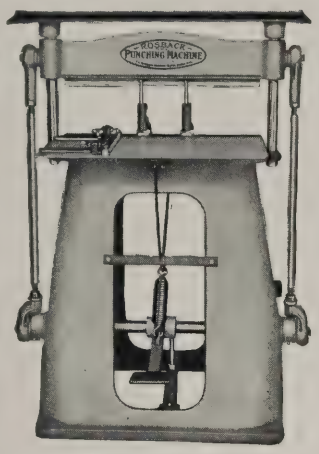
NEWSPAPER HEADS MADE OF STEEL

A. J. SOSSNER, New York, is circulating announcements of his newspaper heads, cut from hardened steel, and backed on three years of tests. The maker's recommendation points out that "The hardness of the steel has been demonstrated in the first test for the New York *World* where the head even in the sharpest points of the letters and the fine radial lines of the vignette shows not the slightest trace of wear after being moulded with both dry and wet mats no less than 5,000 times."

BRIDES' EDITION OF STAR ADCRAFT SERVICE

THE BOOKLET, done in imitation leather, features many advertising ideas (with suitable designs for carrying them out) for the present season of brides and weddings. On other pages a large number of other occasions and events are similarly treated.

Rosback Pony Six Multiplex Punching Machine



Built in
Foot Power, Belt Power
and Motor Drive

Foot Power With Two Round Hole Heads Complete

for only **$165.00** F. O. B. Factory

It punches round, open and special shapes of holes, perforates, tab cuts and round corners.

You can't afford to be without one at this price.

Manufactured by

F. P. ROSBACK COMPANY

Benton Harbor, Michigan

The Largest Perforator Factory in the World

EXHIBITOR
GRAPHIC ARTS EXPOSITION
New York *Sept. 5-17, 1927*

Announcing a NEW LINE *of* STEEL LITHO *Certificates and Bordered Blanks*

The new line is composed of 16 styles including Certificates with the regular corporation wording upon them, open faced or blank body Certificates, Bordered Blanks, and a beautiful series of Common and Preferred Certificates.

A complete sample set is yours for the asking.

Be prepared! Have these beautiful new samples at hand for your next prospect.

So beautiful, so impressive, so inherently suggestive of value are these new Goes Blanks that they are certain to fascinate you—to win your immediate approval.

Each time you finger one, you will instinctively admire the beautiful cuttings of the engraver's needle, the sharpness and the detail of fine lithography, and the crackle and the enduring qualities of fine Goes Linen Bond paper.

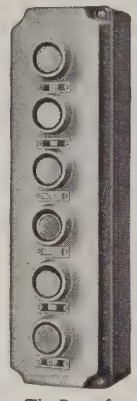
This beautiful new Line of Blanks has been designed and produced to meet a persistent and constantly increasing demand for a line of *Lithographed* Stock Certificates and Bordered Blanks of exceptional quality—a line of *Lithographed* Blanks which will reflect the value of every issue printed upon them and the merit of every organization which uses them—***a line of Blanks high in quality, rich in appearance, yet reasonable in price.***

GOES LITHOGRAPHING COMPANY

41 West 61st St., Chicago (3826)

© Goes

For safety, speed and economical operation use



The Boss of the Press

Cline Universal Control System

Cline electrical engineers devote themselves exclusively to the printing trades' requirements. There is Cline-Westinghouse equipment for all printing needs from the smallest wire stitcher to the largest newspaper press. 25 years of specialized experience are behind it.

CLINE ELECTRIC MFG. CO.

Western Office	*Main Office*	*Eastern Office*
First Nat'l Bank Bldg.	Conway Bldg.	Marbridge Bldg.
San Francisco, Calif.	111 W. Washington St. Chicago	47 W. 34th St. New York

CLINE — CLINE ELECTRIC MFG. CO. CHICAGO — SYSTEM

CLINE WESTINGHOUSE

More Profit For You by cutting composition costs

Millions of dollars in the aggregate are tied up in standing forms. How much of your money goes to make up this total, and unnecessarily so?

If you have a standard job press, you are equipped to mold your own Certified mats from which you can make your own stereotypes upon a moment's notice.

If you are interested in saving yourself some money, and giving your customers even better service, our Certified Printers' mat proposition should appeal to you.

Certified Dry Mat Corp.,
338 Madison Ave.,
New York, N. Y.

Date.....

Gentlemen:

You may send us a sample of your Certified Printers' Mat, together with full particulars. There is no obligation on our part.

NAME.....

ADDRESS.....

By.....Title.....

ROUND-TABLE

ADVERTISING WITH A DOUBLE GUARANTEE

O. H. Kepley, General Sales Manager, H. B. Rouse Co., Chicago, in *Class—Industrial & Industrial Marketing*, Chicago: "It is my belief that display advertising is the backbone of the majority of advertising campaigns. It establishes the standing of a business in the local community, the industry or the nation, somewhat as the residence of the individual is the permanent sign of social standing.

"Almost any little business can slip into the mail with fancy literature, but before that business can take up residence in the columns of a good paper, it must prove its right to a place alongside other firms of repute.

"Once an advertiser has earned the right to display advertising, his mailing circulars and other kinds of advertising have a multiplied value. If good papers accept the advertising of any concern, that business is marked as one worthy of trust.

"Just as a homeless, flashily dressed stranger may drop into your community, bent on business good or questionable, so it is possible for the ornate circular to invade the home or business office. It might come from one of our strongest institutions, but it could just as easily come from an itinerant, questionable source. Solid citizens build homes as evidence of social permanence. Substantial business houses establish residence in a community or the nation through the character of the publications they advertise in.

"Publications have a double duty—a duty to advertisers and a duty to readers. Advertisers who can pass the scrutiny of publishers are fortunate, for their advertising is doubly guaranteed."

NEW PAPERS

Portola (Calif.) Reporter.
Everett (Mass.) Daily Tribune.
Anderson (Mo.) Enterprise.
Annapolis (Mo.) Record.
Sumatra (Mont.) Summit.
Reno (Nev.) Nevada Builder.
Portsmouth (N. H.) Independent Statesman.
Phillipsburg (N. J.) Star.
Tatum (N. Mex.) Courier.
Ambrose (N. D.) Herald.
Girard (O.) News.
Port Clinton (O.) Progressive Times Printing and Publishing Co.
Geary (Okla.) Blaine County Star.
Beaverton (Ore.) Enterprise.
Murfreesboro (Tenn.) Daily News Banner.
Amarillo (Tex.) Sun-d.
Edgerton (Wis.) Southern Wisconsin News.

REBUILDINGS: NEW HOMES: ADDITIONS

Ozark (Ark.) Spectator—Moved into new home.
Claxton (Ga.) Enterprise—In new quarters.
Swainesboro (Ga.) Forest-Blade—Now settled in new home.
Passaic (N. J.) Daily News—Building new home.
Albuquerque (N. Mex.) La Bandera Americana—Building new office quarters.
Jamestown (N. D.) Record—Recently moved into new building.
Toledo (O.) Blade-d.—In new home.
Beaver (Okla.) Herald-Democrat—To build.
Nash (Okla.) News—In home of its own.
Goose Creek (Tex.) Tribune—To build.
Spokane (Wash.) Daily Chronicle—Building new home.

PRODUCTION : : : ANGLES

"OIL IS CHEAPER THAN MACHINERY"

C. I. Johnson, St. Paul, high authority on printing machinery maintenance and repair, makes the foregoing a favorite saying, according to Sam Haislet's Minnesota Press Association publication. To which adds Len Feighner in his Michigan P. A. Monthly: "An automobile expert will tell you that the life of a car of whatever make depends upon keeping every place where there is liable to be friction well greased. To say well oiled would not meet the conditions because there are places where it is necessary to inject grease that proper results may be obtained. The same is true of printing machines. Cleanliness and care to keep thoroughly oiled are absolutely essential if satisfactory results are to be secured. Sometimes there are places with any kind of machinery that are more difficult to reach with the oil can or grease plunger than others and the tendency is to slight such places. This is all wrong. The printer who neglects to look after the places more difficult to reach either in the press room or in the composing room is slighting a most important duty."

SMOOTH-SURFACING PRINTED MATTER

Challenge Machinery Co. *Printers' Album*: "Playing cards post cards, cards for game sets, etc., are usually given a hard, smooth surface (after printing), by the plating process, on a plating machine like that used in most paper mills. The printed sheets are placed between thin, smooth steel plates, and small piles of the stock in this

The Genuine New Model Rosback Perforator

(Foot Power)

What Do You Think of This?

15-inch - - $120.00 24-inch - - $150.00
20-inch - - 125.00 28-inch - - 200.00
F. O. B. Factory

For a GENUINE ROSBACK with extra heavy inlaid tool steel die, guaranteed for 5 years and special music wire punches, micrometer adjusting table gauges and steel stripper and a feature for close to the edge perforating.

WE DON'T KNOW HOW TO BUILD 'EM BETTER

Manufactured by

F. P. ROSBACK COMPANY, Benton Harbor, Mich.

The Largest Perforator Factory in the World

EXHIBITOR
GRAPHIC ARTS EXPOSITION
New York *Sept. 5-17, 1927*

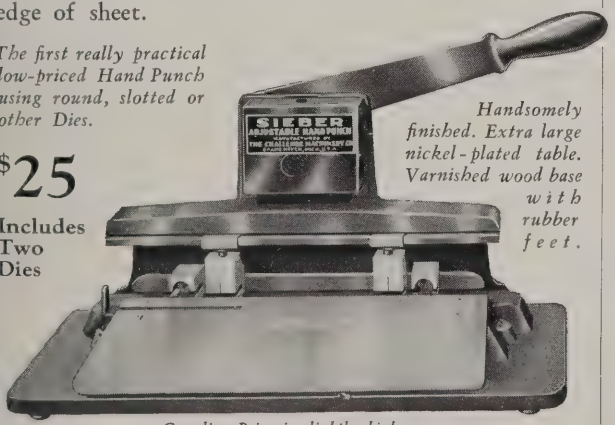
Sieber Hand Punch

Remarkable Value in a Multiple Punch

Strongly constructed and will handle all kinds and sizes of loose-leaf sheets. Self-sharpening dies are easy to adjust and lock in place, and table is graduated in plain figures to facilitate quick adjustment. Has adjustable back-gauge for back edge of sheet.

The first really practical low-priced Hand Punch using round, slotted or other Dies.

$25
Includes Two Dies



Handsomely finished. Extra large nickel-plated table. Varnished wood base with rubber feet.

Canadian Price is slightly higher

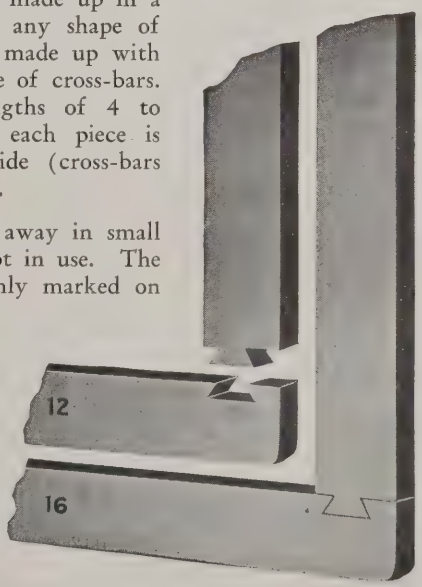
Send for Circular Showing Sieber Dies with Prices

McGreal Combination Printer's Chases

The Right Size Chase for Every Form

Chases can be made up in a minute to fit any shape of form. Chases made up with or without use of cross-bars. Comes in lengths of 4 to 62¾ inches each piece is 1½ inches wide (cross-bars ¾-inch wide).

Sections store away in small space when not in use. The length is plainly marked on every section.



Chases Absolutely Rigid

Send for List of All Sizes

The Challenge Machinery Co., Grand Haven, Michigan

Chicago, 17-19 E. Austin Ave. New York, 220 W. 19th Street

EXHIBITOR
GRAPHIC ARTS EXPOSITION
New York *Sept. 5-17, 1927*

STOP YOUR METAL LEAKS

by installing a

Monarch Monometer

RE-MELTING FURNACE

Operated with Electricity, Gas or Oil

THE Monometer is scientifically constructed. It has an automatic heat control —prevents burning of metal —uses less gas—eliminates harmful fumes—retains tin—and reduces dross to a minimum.

The Monometer Will Earn Money for You

THE saving in fuel and dross will pay cost of Monometer in one year. It is built to last a lifetime.

Write for Catalog "N".

The Monarch Engineering & Mfg. Co.
1206 American Bldg., Baltimore, Md., U. S. A.
WORKS, CURTIS BAY, MD.

16⅔ Cents Per Issue
Only $2 a Year

(In U. S. and Canada)

National Printer-Journalist

129-135 E. Michigan St. Milwaukee

STEEL JOB PRESS CHASES

Perfect in every detail—built to withstand continuous strain and hard service —our Steel Job Press Chases are guaranteed to meet all your requirements. Carried in stock for Miehle Vertical and all automatics, also C. & P., Golding and Universal Presses.

Send for "Amsco" Products Catalog Today

American Steel Chase Co.
122 Centre St., New York.

ROUND TABLE

condition are run through the two heavy steel rollers of a plating machine. After this operation has been repeated a number of times, the printed sheets will have a polished surface on both sides. On special order, the larger paper mills will produce this kind of plating for the printing trade.

"The newest method of applying a glossy surface to printed matter, architect's drawings, advertising signs, and similar lines of work, is in the use of a special make of celluloid varnish. This varnish is transparent, and dries quickly with a smooth, glossy surface. It is applied by two methods: 1. Sprayed on by means of an air-brush. 2. The surface of the sheets are coated with this material by running them through a rotary varnishing machine.

"Printed matter such as bread wrapper, and printed folding boxes for ice cream, butter, lard, etc., is treated to a coating of paraffin, which is applied hot to the surface of the sheets by a paraffining machine."

INCREASED COSTS OF PRODUCTION MET

FRED LEROY, Streater (Ill.) *Free Press & Times*, in Inland Daily Press convention address:

WE HAVE been in the publishing business fifty years. My first daily was a morning paper, with three evening papers, in a town of 12,000. There were four proprietors and at the end of the second year we had made $15 a week each.

In those days advertising was little understood by merchants and there was only a small amount done, by those who figured it an investment. Our force was one compositor at $9 a week, an apprentice on the case at about $3 a week and a plate service from Chicago shipped by express at $10 a week and express charges of 25c a day. Sometimes it was hard work to get enough cash to pay the express. The local reading matter consisted of about three columns of dash items. The paper was watched for and readers gladly paid 10c a week. It was a local daily.

By 1926 we had developed to 4,500 subscribers, five linotypes, a fast press and an expense considerably over $200 a day. Measure in your mind's eye the gradual growth in income. The increase of expense from $25 a day to over $200 a day, practically outlined growth in income. To make money out of this growth it was only necessary to curb our ambition for a bigger and better paper to a point of profit, always keeping behind the growth of income. We had a competitor. We were always seeking some method or means to get the best of him. He was doing the same with us. There was no referee.

Our competitor stood well in the community except with ourselves. We probably averaged up about the same. The lack of profit from a rise of $25 a day to $250 a day can only be ascribed to opposition engendered by jealousy.

Perhaps in the United States there is a city where opposition on all sides is so endowed with the spirit of Christ that harmony prevails. Jealousy is not confined to newspaper publishers. It exists in all professional and business life. It is *the* weakness of human nature.

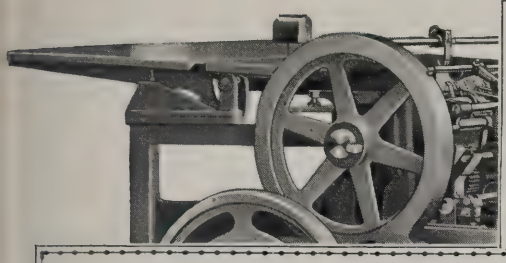
DEDICATED TO the NEWSPAPERMEN of TEXAS

KERRVILLE Mountain Sun Camp, one of the most picturesque spots in the beautiful Hill Country—Texas's playground—opened June 1. The camp, dedicated to the newspaper men of Texas, was constructed by C. E. and W. A. Salter, owners of the Kerrville MOUNTAIN SUN, and is open to the newspaper fraternity who wish to spend their vacation in the Kerrville section, located 17 miles above Kerrville on Honey Creek, a tributary of the North Fork of the Guadalupe River.

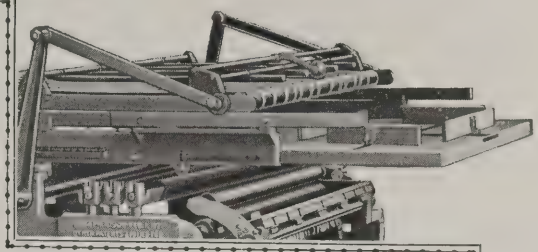
The camp is equipped with cooking equipment, dishes, ice boxes, oil stove, out-door fireplace, lighting facilities, cots, benches and chairs. For this service, there is no charge. For the newspaper people of Texas, there is nothing attached to a pleasant stay in the Hill Country except the latch string to the "Kerrville Mountain Sun Camp." All the vacationists need is their bed-clothing and personal effects. Kerrville is easily accessible for the purchase of groceries; butter, eggs and produce may be secured within a short distance of the camp.

The purpose of this camp is to provide a delightful vacation place for poor, down-trodden, over-worked newspaper men and their families. Just the gang. That's it.

From Feed-Board to Delivery Table



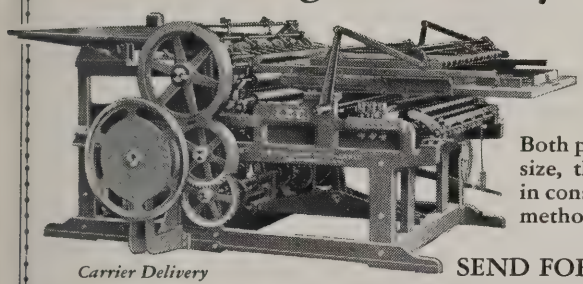
LEE PRESSES Make Good Every Claim



The Lee Two-Revolution Press is designed to give the user the greatest maximum efficiency on all varieties of work, from the small, plain, quick job in one color up to a sheet the capacity of the press and which may call for the very closest kind of register in one, two or more colors.

The Lee Press is simple but efficient in construction, strong and pleasing in its lines, and possesses every convenience for the operator. As all adjustments are simple and readily understood it is very easy to handle. It is economical in first cost and in upkeep and delivers a superior product.

The Challenge Machinery Co., Grand Haven, Mich., Chicago, 17-19 East Austin Ave. New York, 220 West 19th St.

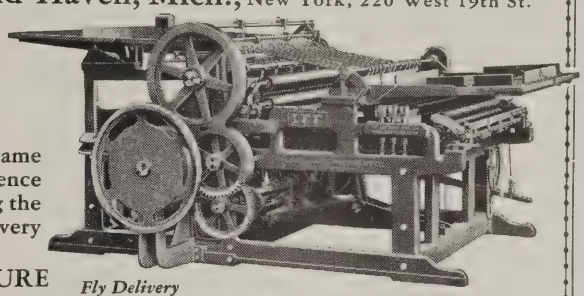


Carrier Delivery

Size Bed 26x38
Size Form 22x35
Takes Sheet 24x36

Both presses are the same size, the only difference in construction being the method of sheet delivery

SEND FOR LITERATURE



Fly Delivery

Exhibitor Graphic Arts Show, New York City, Sept. 5 to 17

FOR IMMEDIATE SHIPMENT AT ALL SELLING HOUSES

Printing Machinery and Supplies

Chandler & Price Presses • C. & P. Craftsman and Auto Clamp Power Cutters • Colt's Armory Presses Cutters and Creasers • Boston Wire Stitchers • Boston Staple Binders • Challenge Machinery Co. Products Lee Two-Revolution Press • Diamond Power Cutters • Hamilton Manufacturing Company Wood and Steel Equipment Kelly Automatic Presses • F. P. Rosback Company Products • H. B. Rouse & Company Products • Type, Borders and Ornaments • Metal Leads and Slugs • Brass Rule and Metal Furniture • Potter and Poco Proof Presses • Vandercook Proof Presses • Southworth Machine Co. Products

AMERICAN TYPE FOUNDERS COMPANY

BOSTON, MASS.
NEW YORK CITY
PHILADELPHIA, PA.
RICHMOND, VA.
BALTIMORE, MD.

BUFFALO, N. Y.
PITTSBURGH, PA.
CLEVELAND, OHIO
CINCINNATI, OHIO

ATLANTA, GA.
CHICAGO, ILL.
DETROIT, MICH.
ST. LOUIS, MO.

MILWAUKEE, WIS.
MINNEAPOLIS, MINN.
KANSAS CITY, MO.
DES MOINES, IOWA

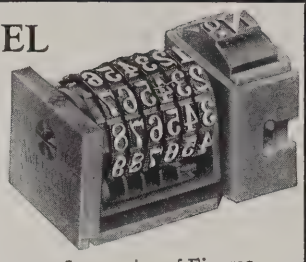
DENVER, COLO.
PORTLAND, ORE.
SAN FRANCISCO, CAL.
SPOKANE, WASH.
LOS ANGELES, CAL.

EXHIBITOR
GRAPHIC ARTS EXPOSITION
New York *Sept. 5-17, 1927*

New ALL STEEL

MODEL 64

Precision methods and large production have produced the best value ever offered in a high-grade machine. Has tool steel drop ciphers and solid one-piece plunger. Six wheels **$10**



AMERICAN
Numbering Machine

100 Other Models for All Presses

AMERICAN NUMBERING MACHINE CO.
224 Shepherd Ave., Brooklyn, N. Y.

Branches
123 West Madison St., Chicago, Ill.
London and Paris

Impression of Figures

No 123456

Facsimile Impression

Carried in Stock by American Type Founders Company and All Printers' Supply Houses

MILLER SAW-TRIMMER CO.

Miller Automatic Feeders
Miller "High-Speed" Presses
Miller Craftsman Units
Miller Ideal Units
Miller Saw-Trimmers
Liberty Folders

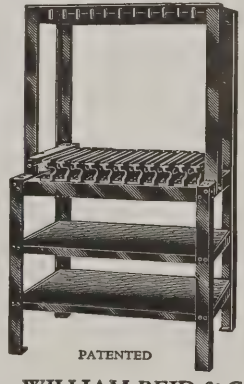
C. & P. Gordon Presses
C. & P. Lever Cutters
C. & P. Power Cutters
Advance Lever Cutters
Diamond Power Cutters
National Power Cutters

Write for Descriptive Matter, Prices and Terms

Main Office and Factory, Pittsburgh, Pa.

Branches:

Atlanta, Boston, Chicago, Dallas, Detroit, Los Angeles, Minneapolis, New York, Philadelphia, San Francisco



PATENTED

Reid Linotype Magazine Storage Rack

7 reasons why you should buy them

1—Holds more magazines in a given space than any other rack.
2—Valuable storage space above and below the magazines.
3—Size of rack to hold 11 magazines, width 34½ inches, depth 26¼ inches, height 60 inches.
4—No moving parts, all iron and steel, will last indefinitely.
5—Magazines will not fall on floor.
6—No wear on mouth of magazine.
7—Price of 11 magazine rack, $105.

Write for full descriptive booklet

WILLIAM REID & CO., 537 S. La Salle St., Chicago, Ill.

TYPES THAT TALK

Superior Printing Equipment

WHEN in the market for Type Faces or Typographic Material, write for Specimens of our latest productions. Our modern designs are by noted artists of today and serve most effectively the advertising and commercial printing problems of the present. ¶ We are merchants of the best in Printing Machines and furnishers of Complete Equipments and Supplies.

Barnhart Brothers & Spindler

SUPERIOR PRODUCTS since 1868

Chicago Washington, D. C. Kansas City Dallas Omaha Seattle Saint Louis Saint Paul Vancouver, B. C.

ROUND TABLE

Personally we came to the conclusion that it must be done away with. There were only two ways. Get together in a friendly spirit or unite the papers.

After ten or twelve years of talking, my competitor and myself, at least, myself, concluded to unite. We have done so. The paper has been raised from 15c to 20c a week and the public is satisfied because it gets a better paper, the advertisers don't object to a saving of about 20% and the proprietors find the business quite profitable.

As I see it this age has developed enough income for publishing to be remunerative. After fifty years experience my own opinion is that as a business proposition little profit can be made unless one of the two methods outlined above are put in force.

Of the two the best from an economical and business standpoint is in uniting. This is an age of combination, of eliminating extra expense. It is as practical for papers to unite as it is for telephone companies or electric light companies. The profits are, in my judgment larger in proportion.

BOOKS : : : PUBLICATIONS

AN OUTLINE OF CAREERS, Edited by E. L. Barnays

PUBLISHED by George H. Doran Co., New York; "a practical guide to achievement", but far from being one of "those success courses" with which many a young man has been "stung" in recent years. The volume, 432 pages, and a credit on any book shelf, is offered as a compilation of articles by thirty-eight men and women internationally famous in their own business or profession. Each writer covers an important business or profession, and tells of the opportunities, requirements and pitfalls. "Journalism" is covered by Roy W. Howard, head of the Scripps-Howard newspapers, "publishing," by George H. Doran, and "editing" by Ray Long of the International Magazine Co. It seems to me that this is more than a guide to young people trying to find a proper career or life work—and that any newspaperman will find it of great value in his work as a newspaperman, by giving him pictures of other vocations and enterprise which will materially assist in gathering, sizing up, writing and publishing news and features. This book, nor any other of course, cannot give one the insight and experience of thirty-eight important businesses and professions which actual work in any or all of them would give, but it looks like a most valuable "next best thing" along that line for the reportorial and journalistic mind. A thorough reading will help especially reporters, and advertising solicitors and managers for newspapers, it seems to me, in enabling them to "get" the other fellows' viewpoints—which, in turn, ought to avoid much useless work, many misunderstandings and the printing of news and editorials which appear immature, and worse to men and women readers who really know the subject. Is this book a short-cut to really intimate knowledge of business and professions with which the newspaperman comes in contact daily and hourly? The answer appears to be "yes". Subjects covered include accountancy, advertising, agriculture, architecture, art, automobiles, banking, civil service, clothing, education, engineering, foods, foreign service, insurance, law, literature, medicine, merchandising, military, ministry, motion pictures, music, public relations, utilities, real estate, salesmanship, science, stage, textiles, transportation and careers for women. Mr. Howard's review of the ins and outs of journalism is very good and complete, and the other chapters about other professions and businesses no doubt are of like quality and usefulness.—*J.L.M.*

DARTNELL ADVERTISERS' GUIDE

THE DARTNELL CORPORATION, Chicago, New York and Toronto; 1927 Edition.—Section 1 includes a revision to date of "county buying power", covering the United States and Canada. Data is determined upon population, manufacturing, bank deposits, passenger cars and other items owned, by counties; income tax returns and so on. Section II has ten tests for selecting an advertising agency. The next section gives methods for arranging and budgeting advertising appropriations, and Section IV covers advertising media and data needed in planning newspaper or other campaigns. There are sections covering advertising in great Britain, Canada, general foreign, and a fulsome review of mechanics of handling advertising, the copyright laws, trade mark laws and contract statutes.—*J.L.M.*

ADVANCED BY SYSTEM MAGAZINES

A. W. SHAW, president and founder of System, Factory and other publications, and head of a large business book concern in Chicago, has resigned to become chairman of the board. Wheeler Sammons who was vice-president and general manager, and has been with System for many years, becomes president, and Merritt Lum publisher. Russell L. Putman is advanced to advertising director, and C. H. Forsythe to circulation director. Thomas S. Rockwell has become head of the book division.

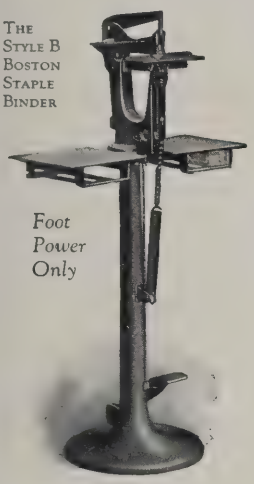
BEN FRANKLIN & WESTERN PRINTING

ANNOUNCEMENT is made by the publishers in Chicago, that it is now a weekly, with one monthly issue devoted to special features of interest to the printing house executive. The paper was started

EXHIBITOR
GRAPHIC ARTS EXPOSITION
New York Sept. 5-17, 1927

BOSTON STAPLE BINDER

Capacity, Three-Sixteenths Inch; Flat and Saddle Table



THE STYLE B BOSTON STAPLE BINDER

Foot Power Only

Automatic with no adjustment for thickness of work, easily handled, superior stapling, very durable and efficient. Thousands of these high-grade Boston Staplers have been sold and users find them satisfactory for all kinds of work within their capacity. Fine round wire is used, making neat, flat, perfect staples. A supporter—an exclusive feature—insures proper driving and clinching. Staple cores are paper wrapped to prevent corrosion and waste.

GENERAL SELLING AGENT

AMERICAN TYPE FOUNDERS COMPANY

Sold also by BARNHART BROTHERS & SPINDLER; in Mexico and South America by NATIONAL PAPER AND TYPE COMPANY

SET IN MEMBERS OF THE GOUDY FAMILY CALLIGRAPH INITIALS TEAGUE BORDERS

Dependability - Practicability - Durability - Value

The Margach Feeder

for

Linotypes, Intertypes, Monotypes, Ludlows, Elrods

Eventually — Why Not Now

(With apologies to Pillsbury)

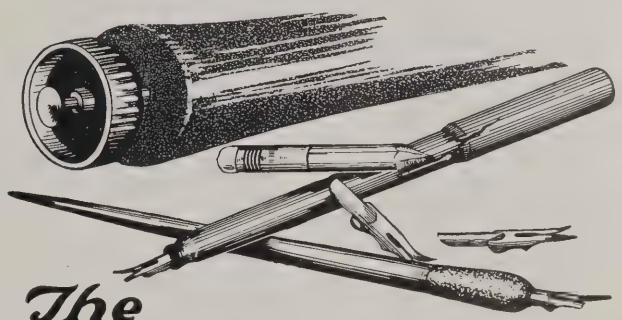
What other article is guaranteed for ten years against further cost than the $75.00 for a Margach?

And what other accessory to the type-setting machine can fill an entire news-paper page with agate lines of SATIS-FIED users?

Margach Manufacturing Co.

Incorporated

213 CENTRE STREET NEW YORK



The word that's worn out a million pens

YOU'VE guessed it—*q-u-a-l-i-t-y*—quality. Used, abused, spoken, written, repeated, and re-iterated until almost stripped of power to impress!

Yet Webster supplies no substitute for what you should remember about Western States products.

Envelopes of quality. That first. Economy, variety, swiftness of service may form an equally vital part of the picture—but what would their value count without quality?

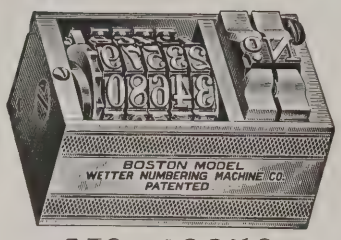
Twenty Million Envelopes in Stock. Over 600 Styles. All in our price list No. 28, mailed on request.

The Western States Envelope Co.

South Water *from* Clinton *to* Ferry Sts.
Milwaukee Wisconsin

WETTER Numbering Machines

LOW PLUNGER



Can be "locked" in the form the same as type and sometimes with type — enabling you to Number and Print at one operation.

Will enable you to do your numbering quicker.

Will prevent your work being seen by competitors.

In every way more satisfactory than sending work out to be numbered.

ALL DEALERS

No. 12356
FACSIMILE IMPRESSION

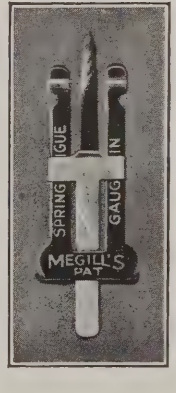
WETTER NUMBERING MACHINE COMPANY
Atlantic Ave. and Logan St. Brooklyn, N. Y., U. S. A.

VANDERCOOK
Proof Presses

Priced from $120.00 up—a model for every purpose

VANDERCOOK & SONS
1716-22 W. Austin Ave., Chicago, Ill.

EXHIBITOR
GRAPHIC ARTS EXPOSITION
New York *Sept. 5-17, 1927*



MEGILL'S
GAUGE PINS
for Job Presses

Spring Tongue Gauge Pins, $1.80 doz.
Reg. U. S. Pat. Office.

Always uniform and dependable.
We make many styles. Send for illustrated circular.

Sold by reliable dealers or direct.

THE EDWARD L. MEGILL CO.
EST. 1870
761 Atlantic Ave., Brooklyn, N. Y.

WANTED
Printing Salesmen
on Commission

An opportunity for salesmen now on commissions for the smaller plants of limited capacity to place the larger orders with a large and reliable printing house.

We also accept orders from printers with a satisfactory rating.

Address: Lock Box No. 837
Milwaukee, Wis.

ROUND TABLE

some three years ago after the purchase of *Ben Franklin Monthly* of Chicago, by *Printing* of New York. It is a Walden-Mott property

PRACTICAL HINTS ON PRESS WORK

By Eugene St. John; $3; by *The Inland Printer,* Chicago: A pocket-size volume of suggestions for assisting the pressman in overcoming many of the problems that arise in every-day work. There are more than 200 pages, well organized. Subjects include the mechanism of the Babcock Optimus, adustments of Miehle presses, small cylinder job presses, such as the Miehle, Kelly, Miller, C. & P. and others; makeready, ink and its uses, halftone and process work, platen presses; copy, form and stock; some unforseen difficulties, the printing of novelties and composition rollers. Mr. St. John is an authority, of course, and he has prepared a most valuable handbook in readily-understandable style.—*J.L.M.*

HOW TO SELL NEWSPAPER ADVERTISING

By Harry A. Casey; Allied Newspaper, Inc., New York; offered as an adjunct to staff meetings in the newspaper advertising department, for the Scripps-Howard group. It is inspirational as well as instructive.—*J.L.M.*

THE SCHOOL PRINTING DEPARTMENT

By F. C. Lampe, Manager Department of Educational Research, Barnhart Bros. & Spindler, Chicago; free on request to those interested in school printing. The tasty volume is intended for those connected with school systems who may be undecided whether or not printing should be taught, and those who have the task of planning courses of study. It covers reasons for teaching printing in schools, how to teach, equipment and materials needed, floor plans, and type faces, borders, ornaments, etc. The journalistic side of school papers is also covered, as well as a review of the reasons for such publications.—*J.L.M.*

PUBLISHER BANQUETS EMPLOYE WHO MADE "50 YEARS at the CASE"

From Len Feighner's "Michigan P. A. Bulletin"

Mark P. Haines, publisher of the Sturgis *Daily Journal,* did a fine and gracious thing when he gave a splendid banquet to a lot of printers and newspaper people of Sturgis, as well as many out-of-town guests, in honor of Fred E. Dart. a printer who on that day completed "fifty years at the case." Mr. Dart is a native of Sturgis and has put in the entire fifty years at the printing business in his home town. Not only that, he is still at it, and expects to be for many years to come. He has charge of the "ad alley" on the *Journal* and is as much a fixture of the plant as the perfecting press. More so, in fact, as he has seen the entire gamut of printing presses come and go, from the days of the old Washington hand press with which the first shop in which he started to learn the trade was equipped.

The banqueters paid fitting tribute, and at the close he was presented with a fine gold watch and chain from his employer.

May he live to wear it out!

POSTAL LAW vs. DELINQUENT SUBSCRIBERS

N. E. A. Bulletin: "*First*—The Post Office Department does not determine regarding the liability of a subscriber for the subscription price of a newspaper. *Second*—It does say, however, that the right of publishers to extend in good faith credit on subscriptions is recognized and will not be abridged, and although all subscriptions are regarded as expiring with the period for which they were obtained, nevertheless in order to give an opportunity to secure renewals, copies of these publications will be accepted for mailing to subscribers at the usual second-class rates of postage for a period of one year from the date of expiration, but copies sent to persons after one year from the date of expiration of their subscriptions, unless such subscriptions be expressly renewed for a definite time, together with an actual payment of subscription or a bone fide promise of payment, will not be accepted as subscribers copies but will be accepted as other than subscribers copies at the rate shown in section 420. Section 420 calls for the affixing of stamps at the rate of practically one cent per ounce."

National Printer Journalist

Volume 45 Number 7

July 1927

5 cents
er copy

2 a year

"NPJ" NEWSPAPER PRODUCTION TROPHY, 1927
— National Editorial Association Contest —
Won by Mr. & Mrs. Ludwig I. Roe, Montevideo (Minn.) News
SECOND PLACE — Colorado Springs (Colo.) Farm News; John N. Green
THIRD PLACE — Ladysmith (Wis.) News-Budget; Mark R. Bell

yrighted

ublisher:Printer Experience Exchange

Published Monthly by TRADE PRESS PUBLISHING CO., 129-135 E. Michigan St., Milwaukee, Wis.
Entered as Second Class Matter Milwaukee, Wis., Jan. 30, 1922, under act of Congress, March 3, 1879.

FIGHTING MINUTES!

Cutting the time between presses and the "street" with C-H Dispatch Conveyors

A SHOUT—"Go Ahead." The ticker has tapped out "Close"—or ball teams are trotting to the showers—and the race against time in the newspaper plant begins.

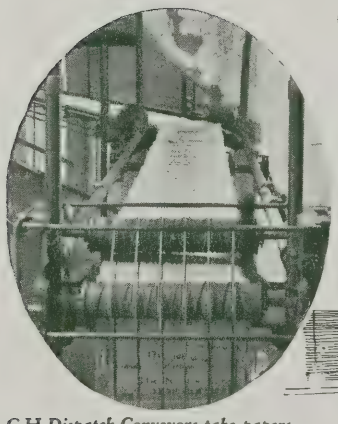
For that special edition in which your paper takes especial pride—that edition you headline as an example of your speed in getting news on the street *first*—C-H Dispatch Conveyors will aid you in "fighting minutes" between the "Go Ahead" of the press-room foreman and the first "Here's your paper, Mister" of the boy on the corner.

Right off the presses, these conveyors take the papers in a steady stream as fast as they are printed. Around a corner, thru a wall or floor—plant arrangement makes no difference in getting papers on the delivery tables in record time.

Gone are shouting, struggling "fly boys"—the skill of the engineer again triumphs over manual labor.

As the first step in "fighting minutes", arrange for a C-H engineer to visit your plant—to tell you what C-H Conveyors will save and what they accomplish.

The CUTLER-HAMMER Mfg. Co.
Pioneer Manufacturers of Electric Control Apparatus
1223 St. Paul Avenue MILWAUKEE, WISCONSIN



C-H Dispatch Conveyors take papers to the delivery room as fast as they are printed. The illustration is from the plant of the San Francisco Daily News.

CUTLER HAMMER

Press Room Efficiency Depends on Electrical Control

National Printer Journalist
(Copyrighted)

Established 1883 as The Printer and Publisher
Published Monthly by TRADE PRESS PUBLISHING CO., 129-135 E. Michigan St., Milwaukee, Wis.
H. A. APPLE, Publisher and Editor
F. L. GOULSTON, Advertising Manager PAUL C. TREVIRANUS, Business Manager
Branch Offices in Leading Cities:
CHICAGO—L. M. Carroll, 743 Webster Bldg. NEW YORK CITY—C. M. Garrett, 299 Madison Ave.
DETROIT—D. L. Prouty, 507 Hofman Bldg. ST. LOUIS—C. A. Schulenburg, 509 Security Bldg.

"NPJ" SUBSCRIPTION RATES:
In the United States,
Canada, Mexico and Cuba,
$2.00 per year
Single Copies - - - - 25 cents
Foreign Subscriptions: $3.00 per year

JOHN L. MEYER
Managing Editor, "NPJ"
Associated Staff
H. J. LARKIN, E. C. KRATSCH
GEO. A. JUST

Vol. 45 Milwaukee, Wis., July, 1927 No. 7

ART in the MAKING of NEWSPAPERS Gets DEFINITE ACCLAIM at '27 N. E. A. MEET

National Printer-Journalist "Newspaper Production Contest" Intended to Emphasize This Value, and Round Out Competitions

By JOHN L. MEYER

THROUGH the medium of the National Editorial Association, comprising some 4,000 community newspaper publishers of the United States—weeklies, semi-weeklies, a growing number of dailies, and some trade journals—NATIONAL PRINTER-JOURNALIST, for the forty-second annual convention, Omaha, June 12-16, 1927, put on a *"Newspaper Production Contest"* trophy, the first of its kind in the history of newspaper publishing. It rounded out the attractive and resultful contests for publishers and editors staged annually through the N. E. A. by concerns and individuals interested in recognizing especially good and consistent work, and centered attention more than heretofore on the "production angle."

Mrs. LUDWIG I. ROE
Wife of Montevideo News Publisher
—SHARED HONORS IN "NPJ" AWARD—

In presenting the trophy, a fine silver tea set for the home of the victor, the writer said to the 500 assembled in N. E. A. session: "What occurs to you as you look over this magnificent array of six trophies now being awarded? To me it emphasizes the fact that the newspaper-printing field involves more than *Business;* it means that it also involves more than a *Profession;* and, that there is yet a third angle, a third side in the triangle of success, *the ART of Newspaper Making* — and this is the point NATIONAL PRINTER-JOURNALIST desires to bring out in adding the *"Newspaper Production Contest."*

"To succeed in the newspaper field, especially in the community field, these things are necessary: Good Journalism, Good Business and *GOOD TASTE.* : :

"If you sat, as I have, at a desk where advertising schedules are approved; where, for instance, a quick campaign for a new product was being worked out—when magazine or billboard advertising were far too *slow,* —and you had to select one or two papers in a certain town, out of two or three; or one or two papers in a county, out of a half-dozen—*would* it make any difference to *YOU* if some one or two progressive papers stood out head and front over the others in appearance, in typography, in arrangement, in press work, in addressing and wrapping? Of course, it would! : : And, that is only *one* point : :

"This production angle, my friends, is far more vital in the wide-spread effort to gain recognition for the community newspaper among national advertisers, than is generally understood. : : And, as to circulation and other phases, too : :

LUDWIG I. ROE
Montevideo (Minn.) News
—WINNER "NPJ" PRODUCTION TROPHY—

"Who knows how much of a backdraft, opposed to this movement for recognition, has been in effect because of lack of attention for the production angles—the *art* of newspaper-making, by publishers and printers! : :

"And, NATIONAL PRINTER-JOURNALIST also desires, frankly, to attract the wives and daughters of the N. E. A. in this frank effort to center proper attention on the production angles, believing that it will be most helpful. So, our trophy, upon suggestion of the 'better half' of this editor, is one which will, we hope, not sit on a shelf get-

ting dusty in an office, but shall prove to be a constant and happy memento *in the home* of the winning publisher." : :

MR. and MRS. LUDWIG I. ROE of Montevideo, Minn., were awarded the *"NPJ Production Trophy"* and N. E. A. Certificate by the judges in the contest—judges, of course, appointed by the N. E. A. Mr. Roe's paper, the Montevideo *News,* has long attracted favorable attention for its excellent appearance and typographical good taste. Mr. and Mrs. Roe retain the trophy permanently, a silver tea set, pictured on the cover of this issue.

The N. E. A. Certificate of Second Place in the *"NPJ"* contest was awarded to John N. Green, Colorado Springs (Colo.) *Farm News.* Readers will recall the article on Mr. Green's success in the January 1927 issue of this magazine. Third place and certificate went to Mark R. Bell, Ladysmith (Wis.) *News-Budget.*

The decisions of the judges have the hearty approval of *"NPJ",* and they have its thanks and appreciation for carrying out the difficult duties involved.

BEST EDITORIAL PAGE Cup, by *Inland Printer,* Chicago, was awarded by another group of judges to Jacob H. Strong, Rhinebeck (N. Y.) *Gazette;* second to Paul Dutcher, Brookings (S. D.) *Register;* third to Byron Norell, Ada (Okla.) *News.*

BEST WEEKLY NEWSPAPER (President's Cup), by Herman Roe, 1926-7 president of the N. E. A., and publisher of the Northfield (Minn.) *News*—First, E. E. and H. E. Taylor, Traer (Ia.) *Star-Clipper;* second, John N. Green, Colorado Springs (Colo.) *Farm News;* third, S. L. Marshall & Son, St. Johns (Mich.) *Republican-News.*

GREATEST COMMUNITY SERVICE Cup, by *Editor and Publisher* of New York—To S. L. Marshall & Son, St. Johns (Mich.) *Republican-News.* In this contest, the judges cited as the chief service of the winner and all entries a campaign giving the county a $160,000 hospital. Marcy P. Darnell, Florence (Ala.) *Herald,* was awarded second place, and R. B. Snook, Barberton (O.) *Herald,* honorable mention.

ADVERTISING CONTEST Cup, by Bonnet-Brown Corp., Chicago—John C. Brimblecom, Newton (Mass.) *Graphic.*

BEST FRONT PAGE Cup, by *American Printer,* New York—First, Paul Dutcher, Brookings (S. D.) *Register;* second, Mark R. Bell, Ladysmith (Wis.) *News-Budget;* third, C. A. Carlson, Aurora (Neb.) *Republican.*

CHAS. M. MEREDITH
President N. E. A., 1927-8
—QUAKERTON (PA.) FREE PRESS—

The *"NPJ" Production Contest* was judged on the following maximum point system:

General Appearance, Selection of Type, Borders, etc.	15
Typographical Workmanship	15
Arrangement of Advertisements	15
Arrangement of News	15
Quality and Arrangement of Illustrations	15
Press Work	15
Addressing and Wrapping	10
	100

JUDGES in the 1927 contests, in addition to the *"NPJ"* new contest, were: John E. Allen, editor *Linotype News;* W. A. Barker, American Type Founders Co.; F. W. Beckman, St. Paul; George P. Collins, president North Dakota Press Association; Elmo Scott Watson, editor *Publisher's Auxiliary;* John W. Carey, president Iowa Press Association; Prof. John H. Casey, University of Missouri; J. B. Wall, president Virginia Press Association; Prof. Norman J. Radder, Indiana University; Andrew W. Hopkins, Wisconsin University; J. M. Stoddard, president Washington Press Association; H. Z. Mitchell, Bemidji, former Minnesota president; C. L. Hobart, president Missouri Press Association, and W. J. Keyes, Manitoba.

ERWIN FUNK
Vice-President N. E. A., 1927-8
Rogers (Ark.) Democrat

In going beyond the bounds of its successful "experience story" editorial policy, by describing the news of the 1927 N. E. A. contests in detail, NATIONAL PRINTER-JOURNALIST does not in any sense lack recognition for the other features of the convention, including the annual tour into the Black Hills, the splendid addresses, and so on; but, it does hope that our many readers over the United States and Canada will find some little additional inspiration to nerve endeavor in plying *the ART of Newspaper-Making.*

President Roe announced that from twenty to forty entries had been made in each of the several contests, and we join in his plea for still larger entries next year and each year thereafter. Meanwhile *"NPJ"* pledges itself to continue its program for the encouragement of "better production" among community and all other newspapers. Newspapers must and will overcome, as a whole, the big advantage which the magazines have enjoyed freely as to typographical appearance, press work, etc. This does not mean that newspapers are to become "magazines" in appearance or aspect, not at all! It does mean that more newspapers must awaken more and more to the importance and value of a recognition of *"the ART of newspaper making."*

Rewards go to those who already have made measurable success along some path of endeavor. They are leaders. They should be an inspiration to others. Thus it is that a field and the world progress. It is fitting that interested bystanders and co-workers put the spotlight on the leaders and seek to develop the inspiration they offer, that it may shine afar and encourage the many. Holding contests and giving trophies is not "schoolboy stuff". It speeds progress. Speeds progress despite those who think they shouldn't be shaken out of their ruts. Despite those who offer any other alibi. Despite those who lie to themselves and try to lie to others, that in some way real success can be won in the newspaper field without real service. Newspapering is business; it is business *plus* profession; it is business *plus* profession *plus* ART!

NATIONAL EDITORIAL ASSOCIATION'S JUDGES IN FIRST ALL-AMERICAN NEWSPAPER PRODUCTION CONTEST, for "NPJ" TROPHY

J. V. WEBER
President Minnesota Editorial Association
Slayton Murray County Herald

SAM P. HARBEN
Secretary Texas Press Association
Richardson Echo

LOUIS H. ZIMMERMANN
Secretary Wisconsin Press Association
Burlington Standard-Democrat

SIXTY years of Newspapering was the subject of Ed. Howe, aged 74, the far-famed Atchison, Kans., publisher, author and lecturer, at the 1927 convention of the N. E. A. in Omaha.

"Work hard, behave and eat less," was his recipe and prescription for a long, successful newspaper life.

"Did you ever hear of an editor refusing to accept a circus ad?" he asked.

"My father did. He was a minister and he not only refused the ad, but wrote an editorial declaring that circuses were wicked.

"The tent was not big enough to accommodate the crowd."

Ed confessed to owing a debt of $1,000,000. He said that about 17 years ago he wrote that he'd give a million dollars to anyone who'd fly across the Atlantic. "But I'm going to pay, just like young Vanderbilt is going to pay his debts," the veteran editor chuckled. "You see I'm writing my autobiography and if it makes me a million, then I'll pay Lindbergh.

"In my newspaper work, I've never been able to ask a man more than 14 cents an inch for advertising. I've heard that the *Saturday Evening Post* and some of the other large publications down east get as much as $1 an inch but I don't believe it!

"My daughter has just sold a story to *Pictorial Review* and the editor asked me to write a 1,500 word introduction to it. Imagine my surprise when I received five hundred dollars for it. That was at a rate of 32 cents a word. Just think, every time I wrote 'He said' I got 64 cents. The editor didn't know me so I sent him a young, good-looking picture of myself. I want you all to look it up in the August issue of the magazine."

JOHN N. GREEN
Colorado Springs (Colo.) Farm News
—SECOND PLACE, "NPJ" CONTEST—

WITH the merits of the country paper established in the manufacturers' minds, nothing can keep him out of its columns, declares the N. E. A. 1927 Advertising Committee report, by W. H. Bridgman, Stanley (Wis.) *Republican;* H. Z. Mitchell, Bemidji (Minn.) *Pioneer,* and O. J. Benjamin, Nevada (Ia.) *Journal,* and adds:

With the information secured, write a personal, not a form letter to each manufacturer, stating your willingness to assist in helping merchandise that product in case he is willing to do his share. Point out the good points about your publication and your community; show why the merchant thinks more of the goods can be sold; ask for full information regarding any plans that the manufacturer now has to push his products and suggest any that you may have thought out. Then if a campaign is secured, do your share in seeing that the dealer lives up to his part of the bargain and makes good window and counter displays and that the clerks are sold on the value.

The report concluded with a strong and undisputable argument for cost-finding and cost-keeping, and reaffirmed the N. E. A. suggested rates for advertising, "the cost of production to be the basic factor in a charge for advertising space." *"NPJ"* urges every reader to get a copy of this report and study it earnestly.

WITH twenty-six contenders for the 1928 N. E. A. convention, the contest soon narrowing down to Hollywood, Fla., and Memphis, Tenn., the Omaha Convention voted to rec-

ommend the Tennessee city to the N. E. A. Executive committee. Hollywood put in a bid for 1929, as did also Milwaukee, Wis.

HENRY FORD WRITES

GEORGE W. CUSHING of the A. P. A., formerly with the agency then handling the Ford advertising, distributed the following (fac-simile) letter at the 1927 convention in Omaha:

I am glad of the opportunity to send a greeting to the publishers of our home community newspapers. Besides being the oldest and most distinctively American type of publication, the small town and country press is our only real newspaper. It comes to us as a friendly visitor from the neighborhood that we knew and still know best. It has avoided the errors of modern journalism without any sacrifice of influence. The Ford Motor Company has always found the country press an efficient means of reaching the public and we foresee further use of its facilities in the future. *HENRY FORD.*

SONGS WARBLED AT N. E. A. CONVENTION

Old Days

(Tune: "School Days")

SCHOOL days, school days,
Dear old stick and rule days;
Edging up ems in a two-inch stick,
Spacing with leads that were two-points thick.
Those were the cabbage and corncob days,
Applesass, cordwood and thank ye days,
And we pulled a handpress in a sort of daze,
When we were a big bunch of kids.

Copy

(Tune: "Smiles")

SOME write stuff that drives us crazy,
Some write stuff that makes us mad.
Some write copy written mighty rotten,
Some send poems that are worse than bad.
Some write roasts they want Ye Ed to father,
Asking us their names to kindly "kill,"
But the stuff that makes us glad all over
Is "Enclosed you'll find a two-dollar bill."

PROVED CIRCULATIONS TO STOP KNOCK on WEEKLIES

Audit Plan Set Up by Retiring President Of N. E. A. Meets Favor; Rate Book in Air

(Staff Correspondence)

PLANS for a "Bureau of Circulation Audits for Country Newspapers" were presented by the retiring president, Herman Roe, publisher of the Northfield (Minn.) *News,* at the 1927 convention of the National Editorial Association. They met with much favor and there is some assurance that they, or something very similar to them, will be put into operation at no distant date.

Mr. Roe brought out the idea in a review of the year's association work with the co-operation of the officers of the N. E. A., committees, the trade press, and others, as follows:

ENROLLING approximately 1900 new members, the largest growth recorded in any single year in the history of the N. E. A.

ENDING the fiscal year with a cash balance in the treasury of $17,000.00, an increase of $4,500 over last year's balance.

ESTABLISHING closer contacts with members on the Pacific and Atlantic Seaboards through the appointment of two regional secretaries.

INITIATING a Standard Uniform Invoice for billing national advertising.

ADDING to the contests sponsored by the N. E. A. to promote better newspapers a sixth contest whose object is to improve newspaper production. (Ed. Note: The new *"NPJ"* contest.)

FORMULATING plans for the publication of a National Rate Book for Country Newspapers.

SECURING favorable action for the first time by a Senate committee on the bill to prevent unfair competition by the post office department in printing corner cards on stamped envelopes.

DEVELOPING an inexpensive circulation audit plan which would bring to country newspapers the benefits resulting from a verified and guaranteed circulation.

THE circulation audit project was, Mr. Roe said, an assignment by the National Association of Field Managers, who felt that guaranteed circulation statements for weeklies would mean great progress in the filed, but recognized that the average weekly cannot pay the charges of the A. B. C. for audits. Mr. Roe set up the following plan:

Establish a Bureau of Circulation Audit for Country Newspapers, preferably as a subdivision of the A. B. C. in Chicago if the board of directors of that organization will sanction such a step; they to appoint a manager to supervise such a Bureau. If the A. B. C. directors act unfavorably upon a request to establish such a service bureau then the National Editorial Association can sponsor it, with provision for a Board of Directors which should include representatives from the following groups: National advertisers, advertising agencies, country newspapers. This board would appoint a Managing Director to supervise the work of the Bureau under rules and regulations they would adopt. The Executive Secretary of the National Editorial Association should be a member of the Board of Directors, unless it were found expedient to appoint him manager of the Bureau.

Newspapers applying for a circulation audit would be required to furnish proofs of subscription lists, subscription cards or ledger, invoices showing newsprint purchases, post office receipts, press run reports and any other records specified, bearing on circulation.

The publisher would also be required to answer a questionnaire, patterned after the standard A. B. C. Auditor's Report. This would give information regarding city and country circulation, sale of copies at newsstands, number of exchanges and complimentary copies, net paid circulation. An analysis of circulation methods would also be required, giving subscription rates, use of premiums, clubbing offers or contests, etc.

The subscription or mailing list would be audited by the staff at the central bureau and checked against the publisher's reports and other records furnished.

By means of form letters to subscribers an accurate verification test could be made, the names of subscribers selected at random.

The result of such an audit would be certified to by the Bureau, and the publisher provided with a certificate indicating that his newspaper circulation statement carried the backing of an N. E. A. Guaranteed Audit.

The fee charged for making an audit would be based on circulation, graded on a "per thousand subscribers" scale. The Board of Directors could estabilsh a scale of fees that would make the Bureau self-supporting. A scale of $10 for the first thousand subscribers, $20 up to two thousand and $30 up to three thousand, should be considered reasonable and ought to produce the necessary revenue. If not, then the N. E. A. could wisely appropriate a portion of the surplus in its treasury to assist in financing such an important service bureau, at least during its early stages. The experience of the first year or two would demonstrate the level at which the scale of fees must be fixed to properly finance a Bureau of Circulation Audit.

The executive committee of the N. E. A. now has this plan before it, and definite action may be expected.

The plan for a rate book for weeklies, as originally outlined by Mr. Roe, is also before the executive committee. Another A. P. A. proposal to publish a weeklies' rate book, considerably modified, is also under consideration. It seems probable that the A. P. A. will be given an opportunity to work out its proposal before any other plan is put under way by the N. E. A.

SOMETHING for NOTHING FOR SHOE MEN

Boston (Mass.) "Boot & Shoe Recorder"; Arthur D. Anderson, Editor

THE man who attempts to obtain anything without making a good and sufficient return is chasing rainbows. Organizations or associations attempting to get free publicity in newspapers or magazines without an accompanying order for advertising space only waste time. Publishers calmly view the press agents' stuff and "throw it on the floor."

NEW HOME of the SALINA (Kas.) DAILY JOURNAL
—A Consolidation of The Journal and The Daily Union—

GETS THE MONEY FOR ITS NEWSPAPER SERVICES

And, First, Insures Reader Interest by Printing the News; Consolidation Liked

By Norton James

THE rapidity with which the newspaper business has developed during the past fifteen years, including the smaller cities, is demonstrated by the growth of the Salina (Kans.) *Journal*. When this daily moved into a remodeled and refurnished building not so very long ago, it was recalled that fifteen years ago the *Journal* had three composing machines, an eight-page Duplex flat bed press, and a small job department. Today it has seven Linotypes, a 32-page press, along with much other modern equipment, while the job business expanded until it became necessary to form a separate company, acquire another location, and establish a plant that has three Linotypes, a Goss Comet, and a Kelly press, and in every way has equipment the equal of that used fifteen years ago both in the publication of the *Journal* and the handling of the job business.

The growth of the Salina *Journal* has been based very largely upon two principles—the first, to print the news, which is after all the best insurance for circulation and a reader interest that makes advertising profitable to users of space; second, "to get the money for the service rendered." For many years the *Journal* has been operated on the cash-in-advance, stop-at-expiration subscription policy. It also refused to hold contests.

SOMEWHAT more than a year ago the *Journal* and Salina *Union* were consolidated by R. J. Laubengayer, a Salina business man who had been interested to get into the newspaper business for some years. His early training had been obtained on newspapers at Ann Arbor and Detroit, and with a Chicago advertising agency.

While the *Journal* building was being remodeled, the paper was published from the *Union* plant, which now is used entirely for the job business. Then the *Journal* went back to its own building, refurnished throughout, and one of the most up-to-date publishing plants in the middle west.

The building is 50 by 100 and the newspaper occupies all the basement and first floor and a part of the second floor, in addition to a one-story press room especially constructed and attached to the main building. Factory construction has been used as much as possible, and hardwood floors installed in the offices as well as the mechanical room.

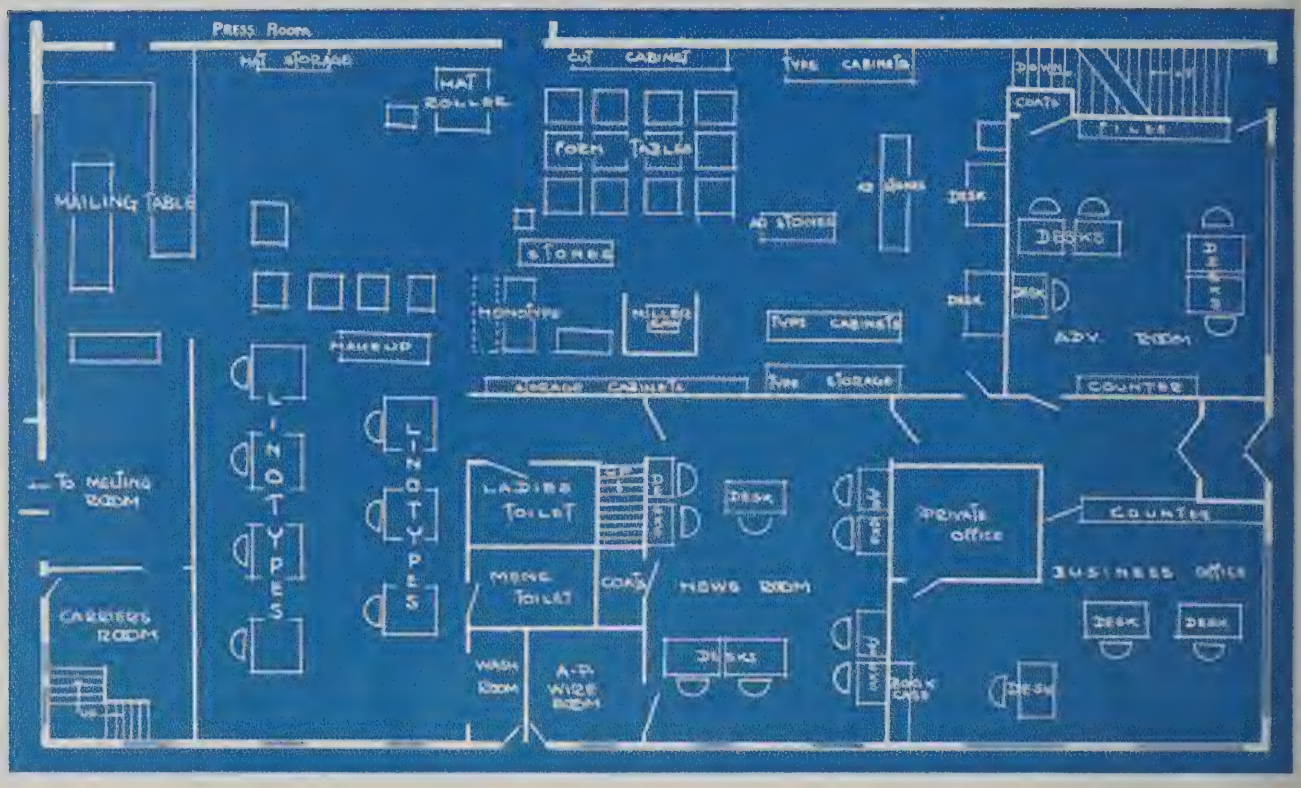
Fifteen years ago the circulation of the Journal was less than 3,000, and the population of Salina nearly 10,000. Today the population of the city has less than doubled, but the circulation of the newspaper has more than tripled, as more than 12,000 copies are being published daily. In addition, it is the only daily paper published in Salina, or the northwest quarter of Kansas, a territory larger than the combined states of Connecticut, Delaware, New Jersey and Rhode Island.

The *Journal* was established in 1886, and for the greater part of the twenty-five years prior to its sale, was edited by Joseph L. Bristow, former United States senator from Kansas. For the past fifteen years it has been managed by Roy F. Bailey, who continues as general manager, with Mr. Laubengayer as publisher, Fred J. Ludes as managing editor, Earl C. Woodward as advertising manager, C. H. Harper in charge of national advertising and Miss Dorothea Smith as city editor. C. W. Wheeler is manager of the General Printing Company which was organized to handle the job business. It has been a Republican newspaper since its establishment, although a column is donated to the Democrats, in which they are permitted to present their policies and arguments as they see fit.

THAT the Salina consolidation is satisfactory to subscribers and advertisers is best proven by the facts. Subscription has increased 50 per cent, while local advertising has increased

ROY F. BAILEY
General Manager
Salina (Kans.) Journal
President, 1926-7, Mid-West Circulation Managers' Association

CIRCULATION "DOGGIE" GOT HIS TAIL CUT OFF, INCH BY INCH, AND SURVIVED THE OPERATION SPLENDIDLY


PRESS ROOM
MAT STORAGE
CUT CABINET
TYPE CABINETS
MAT ROLLER
FORM TABLES
MAILING TABLE
STONES
DESK
DESKS
COATS
LADY
COUNTER
MAKE-UP
LINOTYPES
TYPE CABINETS
TYPE STORAGE
TO MELTING ROOM
LADIES TOILET
MENS TOILET
COATS
NEWS ROOM
DESK
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PRESS
PRESS

WANTED TO "CITYFY" HIS PAPER; FINDS a 25c MINE

Classified Advertising Was Divining Rod And Publisher Explains How to Dig, Win

By FRANK M. KEFFER

CLASSIFIED in a weekly or a semi-weekly newspaper can be developed into a profitable and serviceable feature, provided the publisher will give it credit for the importance it deserves and not consider the little want ads as a necessary nuisance or a hindrance to the development of local display advertising.

Fifteen years ago when I came to California to launch a weekly in Van Nuys, which at that time was only a prospective center of population, I had no newspaper experience other than a brief term in a reportorial capacity on a city daily. I set out in a go-as-you-please manner in my limited field. Gaining this idea and that as I went along, I one day picked up a copy of the Los Angeles *Times* and was impressed with the great volume of classified advertising carried in that paper. The thought came to me that a department of that kind in the *News* might give my paper a more cosmopolitan appearance and thus a better impression to the many of my free list of the growing importance of Van Nuys.

How to get the ads had me guessing for some time.

Finally I decided I was going to have such a department if I had to go out on the street and hold up some of the infrequent passers-by.

I tried that and got the merry *ha ha* for my pains. "Ain't got nothing to sell and if I had, you haint got nobody in this blooming new town with enough money left to buy anything." That was typical of the replies.

THEN I tried another tack. It did the business even if I had to pay for my own space to put it over. This time I went on the street again, met the same people but merely in a conversational way dug up some things they wanted to sell, trade or buy, and without trying to sell them anything, I went back to my desk and wrote the ads myself, put names and addresses to them and inserted them on the back page under the "Ads" head.

The cityfied issue appeared. It was a knockout. Good head, good position and about six little liners.

There was some explaining to do, naturally, to my good readers whose names I had used, but when I told them that their ads would not cost them anything unless deals were concluded as a result of the ads, everything was satisfactory.

I kept this practice up for some time. I segregated the receipts from this source and kept accurate check, and I soon found that I was more than breaking even on the venture.

The ads were bringing splendid results, the services gradually drew recognition to its merits and patrons came in voluntarily.

I had demonstrated the need of such a service and the rest was easy. From this small beginning our classified columns have grown to a total of 14,000 inches, set 8-point solid, carried during the year 1926, in a semi-weekly paper.

Up to this time we have used no solicitation for this class of advertising, but I am inclined to believe that it will pay to do so.

I WILL briefly state some of the things which have helped us in building up this line of business and which, I believe, can be successfully applied to any newspaper field, no matter how small.

FRANK M. KEFFER
Van Nuys (Calif.) News
(Past President, Southern Calif. P. A.)

1. *Demonstrate that Class Ads will get business.*

This is necessary where you are *starting* such a feature in your paper. How to do it most effectively depends upon the field.

2.—*Keep your ads classified carefully.*

Great care must be exercised in inserting the ads under their right head. A jumbled up column with all kinds of ads mixed together is not effective.

3.—*Assist with composition of ads.*

This is most important. It has been our experience that the majority of people wishing to use this service are lax in giving clear descriptions, in giving their proper addresses, and in making the right kind of appeals for proper notice. If you do not write the ad yourself, you should check over copy submitted, making additions and corrections where necessary. Your patrons will appreciate this.

4.—*Keep your rates reasonable.*

If you believe that this feature will increase the popularity of your paper and indirectly benefit the other departments, you will keep the class ad rates low enough to attract volume.

Our rates have never been changed although we have increased display rates from time to time as our circulation grew.

We charge for class ads at the rate of 5 cents a line with a minimum of 25 cents per insertion. This applies no matter how many insertions are made. On this basis we averaged over $50 a page during the last year.

5—*Give occasional news stories of results.*

We have noted sale of real estate made from our ads. We mention personal items where new settlers buy or rent as a result of our ads. The lost and found column provides some good human interest stories.

6.—*Collect in advance where possible.*

Bookkeeping rapidly eats up profits in classified advertising unless rates are adjusted to meet this cost. So where you are using popular rates, insist that payments be made in advance. Of course there are exceptions such as telephone calls and ads inserted by regular patrons, but generally speaking, get the money first.

7.—*Shall Class Ads be set in 8 or 6 point?*

We use 8-point because we believe that this size makes the advertising more attractive and more easily read. I believe that where space is available this larger size of type should be used up to a point where you fill the page, then change over to smaller size.

ARE PLANT PICNICS O. K.? THEY TEST MANAGEMENT

National Symposium by American Machinist Brings Out Points of Value to Publishers

IS THE company or plant picnic a good thing? *American Machinist*, New York, circulating among mechanical plant managers in all sorts and types of industry, recently started a national symposium on this question, now timely. Here are excerpts of interest to printers and publishers:

OUTING SHOULD NOT BE HARDSHIP FOR THE FOLKS

WEBSTER says that a picnic is "an outdoor pleasure party provided with its own eatables and other means of entertainment." *The purpose of a company picnic is to stimulate a better fellowship amongst the men in the plant, and to acquaint the families with one another.* The site for a company picnic should be carefully chosen, and it will be found that the wiser choice will favor some secluded wooded glen or pasture just outside of the city in preference to the public amusement park where the merry-go-round, the shooting gallery, and the general public will tend to distract the attention of the picnic crowd.

In the case of the larger plant, it would be to advantage to divide the picnic into different departments or shops and have each group picnic at a different place in order to have smaller groups.

The management should decide whether or not it would be advisable to have a company picnic, but *it is only fair to give the men a chance to express their sentiments*, for after all they are the ones who are having the picnic.

It is advisable in planning a picnic to arrange the amusements and especially the "eats" so that there will not have to be a great deal of "luggin' " done by the families. If the general opinion is that the men will be too tired to work the following day, why not plan for a Saturday and have Sunday to rest up? Sacrificing the plans of a few family picnics over the week-end will help to make the company picnic a greater success. Human nature demands fellowship, and the company picnic will answer this requirement for the shop. — WILLIS KUSCHMANN.

WHY NOT SEND COUNTRY PICNIC TO LARGE CITY?

IF the employees live in the city so that going to the country is a change to both workmen and families, by all means go. A picnic means a lot of work to the women folks, and they get no pleasure out of putting up lunches and caring for children out in the woods, if that is where they spend their lives, anyway. *The country shops might spend a holiday in the city, though I never heard of it being done intentionally.* One shop out in the country arranged an excursion to the seashore. The participants had to go through a large city to get there, and most of them never got past it.

A picnic is a severe test of the management. Most officials feel that it is a duty for them to appear on the grounds, but if they come, look bored, and slip away to some place where they can get a meal that none of their employees could afford, it counteracts all the good that their presence might give. If he is willing to leave wife and friends at home and take pot luck with the crowd the big boss can make himself solid with his crew. It's worth the sacrifice, and may not be so disagreeable.

There are two excuses for picnics; one, to get away from the shop, the other, to get acquainted. So, of all things, don't picnic unless the management will go and take part like the rest of the crowd.—ENTROPY.

NOW "SANDY" SAYS A WORD

I HAE ma doots aboot this company picnic idea. It leads tae naething but expense; spend, spend, frae beginning tae end! It's no onla the price o' the ticket, it's what travellin' salesmen ca' eencidentals that mount up.

There's the wife noo, she'll be needin' a new dress an a bunnet, an' the shorter the dress the longer the price. An' both the lassies and the laddies will be needin' "Plus fours" an', what's mair, they'll a' be sure tae be pesterin' me tae get a braw new suit tae masel'. Hobnobbin' wi' the big bosses an' their women fowk's an expensive luxury.

Then, seein' I'm a foreman, I'm suir tae be expected tae put ma haund in ma pocket for a subscription tae the prize fund for the sports. I've seen the day when I caud hae won it a' back again, an' mair, but twenty-odd years o' upholdin' the deegnity o' a foreman's poseetion has stiffen'd ma joints maist aufu'.

Anither turrible aggravatin' thing at a picnic is tae hae tae listen tae speeches, yae an' the big boss himsel', tellin' their tales. Whaur the' get them a' has fair got me beat.

Aye, an' shop efficiency is like tae suffer a verra great setback. For weeks afore an' weeks after the haunds are sure tae hae their heads tagether, veesithin' an' crackin' aboot what they'll dae an' what they did, an' ma output bonus is sure tae be verra much dimeenished. Na na, Maister Editor, the company picnic's no the thing. Of course there's the possibeelity that the firm micht be persuaded tae stand a' the expense, in which circumstance I micht be induced tae cheenge ma mind.—S. C. MILLER.

THE company picnic is a good thing because it brings out the human qualities of the executives, causes individuals to establish intimate contacts with each other that they could not do otherwise, and introduces the families to the company. Particularly, it establishes friendly relationships between men who do business with each other, and yet never meet except through memos.—EX.

The LINDBERGH Case, and the CRITICS

Editorial

By JOHN L. MEYER

"WE told you so!" is the cry of the volunteer critics of the press, gleefully viewing the tremendous sales of newspapers during the Lindbergh run. "We told you the public doesn't really want smut, that the public really likes 'good' news."

THEY tell us that this occasion proved up the contention that it is an insult to the public for newspapermen to say that they "give the public what it wants" to explain away the overplaying of scandal and filth.

ALL right! What NEWSPAPERMEN offered the said insult? Name them!

LET there be more "good" news with a wallop, and less "bad" news with a wallop, and the newspapers will play up more GOOD news than BAD news, as was proved in the Lindbergh case. But, here's THE point:

THOSE critics of the press who would like the papers to help hide anything and everything that doesn't suit this or that critic for selfish, personal reasons, find little real "meat" for their slick game in the Lindbergh case. All the critics may note that the press didn't wait for any advice from THEM, didn't need any coaching from THEM, to see that great story, and play it up!

H. C. ("Herb") HOTALING

EXECUTIVE SECRETARY, NATIONAL EDITORIAL ASSOCIATION, ST. PAUL

Re-Elected for the Seventh Consecutive Time at the 1927 Omaha Annual

With Mrs. Hotaling, He Publishes the Mapleton (Minn.) Blue Earth County Enterprise

IT'S a GAY LIFE, is This JOB OF FIELD-MANAGING!

Do They Earn Their Salt? President of National Body Lines Up Their Experience*

By EDWIN A. BEMIS

OCCASIONALLY we are named the "Modern Moses" or the "Goat" or the "Superannuated Devil" of the state press association. Occasionally we get titles that are not so charitable, but the field men are the "devil-dogs" of the associations, and while our associations are the big guns in a plan, it is usually up to the field manager to pull the trigger.

We field managers would like to devote our time to going after the big game such as national advertising and a national control of press agentry, but it is not possible at present because the ultimate success of the activity is based on the proper handling and completion of a multitude of minor details. It is a matter of constant building and rebuilding.

We have had little in the way of precedent to guide us. We have had no schools to show us a way. We have had to start anew, each one of us, and learn the job by ourselves. The problems in each state are similar, yet need individual treatment. It has been like a boy learning to smoke—"an important undertaking, but darned sickening at first."

We do know this, however, that *in every state in which a field man is operating, the number of members and the strength of that association is treble that of states in which there is no central business office.* We do know, too, that organized industry pays a much higher tribute to the press of the state when they know there is a watchful association manager on the job.

WHO is going to tell the story of the press at the time and in the place in which it should be told? No one, if there is not a business representative.

Sometimes we are confronted with the attitude by editors that they can not see direct benefits from our work. It is usually the sentiment of those publishers who do not make use of the field manager's office. We do admit, however, that much of our work is of a cumulative nature. It is very similar to the results obtained by the the storekeeper by advertising in the local newspapers.

In September, 1923, I invited the field men who were then active in the United States to meet in Denver, to organize a national association of field men. The following attended: Fred W. Kennedy of Washington, Harry W. Porte of Utah, O. W. Little of Kansas, J. S. Hubbard of Missouri, Ole Buck of Nebraska, James Haskins of Michigan, who was succeeded by Len W. Feighner, and myself. The second meeting was held in Salt Lake City, the third to St. Louis, the fourth to St. Paul and this year the meeting will be at Detroit.

At present we are issuing monthly confidential bulletins, each member contributing information.

There must be some way to develop a national censorship of press agentry. There must be some plan worked out to correct the evil practice of circulation lying. There is much field work to be done to correct the difficulty national agencies and advertisers are having in obtaining correct insertions and proper billings. The latter trouble is being overcome in the adoption of the standard billing form recently offered by the N. E. A.

The field men are developing an investigation system by which any field man can get a telegraphic report over night from any other field man on promotional schemes, advertising contracts, etc. This service is of inestimable value to the publishers.

(PLEASE TURN THE PAGE)

*This question was first asked by the editor of *"NPJ"* and answered in a review assigned to Prof. Norman J. Radder, in the November 1927 issue of *"NPJ"*.

ADVICE to the LOVELORN Press Agents, yclept : BREAKING into the NEWS COLUMNS of your PAPER.

A Clipping Sent in by a READER of "NPJ"
(Signature: "By Jack Lambert", in "Geyer's Stationer")

COMPARATIVELY few retailers have fully realized the value of the right kind of free newspaper space nor the really unusual opportunities for news and special articles that arise in their places of business at regular intervals.

Most editors are anxious enough to get tips about anything that looks like news and not infrequently will untilize photographs by way of illustration.

Of course, in addition to such favorable notices, the retailer must protect his business against unfavorable items and this calls for experience and care. His contact with the local press may be roughly divided thus:

(a) *Purchase of advertising through the advertising department of the paper.*
(b) *Preventing the publication of undesirable store publicity.*
(c) *Attaining the publication of favorable store publicity.*

Nowadays almost every professional and business group is making more or less of a success of newspaper publicity, although the retail merchant has lagged pretty far behind in this respect.

EVERY retailer can learn quickly to recognize happenings in his store which offer possibilities for what the editors call "copy." But in addition to recognition there must also be some aggressive press agent work in order to attain prompt publication in the manner which will do the store the most good.

Editors seek the unusual and anything that is unusual in your business offers a chance for publicity. There are certain broad classifications of local news which it is well to bear in mind:

(a) *Robberies, accidents or illness of an unusual nature of patrons or clerks.*
(b) *Fire, or freak damage by storms or high wind.*
(c) *Unusual novelties in stock.*
(d) *Odd window trims.*

Now, if the dealer relied entirely upon such happenings for his free newspaper space he probably wouldn't get very far. So, those who have put this new selling power to use go a little farther.

One thing is that they watch the daily news—especially the general news, that "breaks" not only locally, but which is telegraphed all over the country. They figure out a "tie-up" with their own business and often pass out a special interview-article to local papers on the subject which, if interesting, makes good copy. This is the very best kind of newspaper publicity because it establishes that retailer as a leader in his field.

People come to have faith in the merchant who is most frquently quoted by local editors though, he may not be a persistent advertiser in the advertising columns.

One dealer I know of got two columns in his best local daily by giving out an article on the purchases made by several leading citizens and describing their peculiar ideas and habits interestingly. The editor in this case saw fit to have some thumbnail sketches made in this store for illustration. The article was so handled that those mentioned in the story were much flattered.

DEALERS should not forget that funny incidents which happen in their stores almost daily often make good reading matter for the public. : : Editors consider any freak or unusual window display good news, if it really is unusual and original.

There is nearly always a good chance for a picture in such stories. If your window takes a prize it is almost certain to be local news. The news item will send the readers of the press to see it—often in droves.

I don't know of any better way to break into the local press than for the dealer to hold a straw vote among his customers on any subject of importance that may be in the public mind. And not infrequently the straw vote, given notice in the paper, will bring a lot of people to your counters who wish to vote on the subject under consideration and who often will likewise spend their money with you. : : :

HOW does the field man earn his salt? By making all kinds of investigations of fraudulent advertising contracts, by reporting the reliability of individuals, by issuing monthly publications and weekly confidential bulletins, by furnishing help when required, finding jobs for applicants, obtaining legal advice for members on matters pertaining to the newspaper, by selling plants, by arranging details for annual meetings, by making consolidations, appraising plants, by untangling difficulties between misunderstanding editors, by talking to service clubs and chambers of commerce, telling the story of the local newspaper, by concentration at legislatures in favor of or opposed to certain bills, by giving advice on everything from installing a daily newspaper to how to get along with wives.

In one state a political party owed the newspapers somewhere around $12,000, following a political campaign. The newspapers individually failed in trying to collect their accounts. A field man went on the job —to the leaders of the party, showed them that he represented an organized industry, state wide; he presented his bill and demanded that it be paid. The party leaders were not long arranging finances and paying these accounts. That field man is Ole Buck of Nebraska. Since that time Ole has developed and handled thousands of dollars worth of political advertising.

How does the field man earn his salt? A state printing plant was about to be created this past year by the state of Iowa. A field man was on the job and the bill was killed. This field man is E. F. Tucker. A saving of many dollars to the publishers in the matter of figuring legal notices and the issuance of a legal notice calendar have been two of the recent outstanding services of Mr. Tucker.

How does the field man earn his salt? Out in the state of Washington recently, an advertising contract went to practically all of the papers of the state. It was received from an agency which up to that period had been reputable. After the ads had been inserted and the agency had been paid for these ads the agency went out of business leaving the newspapers holding the sack. The field man immediately took up the matter with the advertiser which resulted in the payment of the advertising bills. The field man who saved the situation was Fred W. Kennedy. Fred has concentrated on the legitimate elimination of excess newspapers. He has brought about more uniform advertising rates, resulting in less friction, better financial standing and consequently a superior type of publisher and newspaper. He has created a decided improvement in the standing of the publishers in their various communities by furnishing new ideas which the publisher could offer the local merchants so that they could develop more local business. He has made a practice of taking publishers out of their home towns occasionally and contacting them with merchants of other towns in order to broaden their viewpoint. He has instituted better systems of accounting which enable the publishers to have a clearer vision of their financial affairs.

How does a field man earn his salt? Down in Kansas, advertising agencies were having considerable trouble getting proper ad insertions and billings. In 1924, a field manager encountered this same difficulty when he placed a $4,000 advertising campaign in about 150 papers. It took four months to get in the checking copies. This field manager realized the difficulty the national agencies were having. Two years later he secured an $8,500 contract for two hundred fifty papers. Within fifteen days after the close of the campaign 90 per cent of the 250 papers used had their checks for the advertising and the accounts were closed. This field man is O. W. Little. He has done much other valuable work

DOLLARS - and - CENTS WORTH OF A NATIONAL BODY OF FULL-TIME SECRETARIES HAS BEEN DEMONSTRATED, TOO

for his publishers including the bringing about of the adoption of the standard rate cards and the approved billing form.

How does the field man earn his salt? Over in Michigan they were launching a forest fire prevention campaign. They were asking the newspapers for all the free publicity they could get, but not once giving thought to the fact that paid advertising would be worth using in this connection. There was a field manager on the job. Practically every newspaper in the state received a paid advertising contract amounting to much more than the annual dues in the association. This was Len W. Feighner. He is now working on a campaign to continue the conservation work and in connection to help put over the Lakes-to-Ocean Water Way. This campaign will be financed by manufacturers and other big interests. His membership since has increased from 40 to 250.

DOWN in Missouri, J. S. Hubbard, the field man, took an immediate stand in connection with an orange fake. Probably fewer editors fell for this in Missouri than in any other state. Last fall "Hub" turned over more than $20,000 to his publishers for advertising relative to the political measures.

The field man is not making an effort to function as an advertising agent. Any of us will handle advertising if we are asked to, but as a rule we are more of a business representative and would prefer that advertising be handled by and through legitimate advertising agencies. Field work and advertising agencies are two entirely separate and distinct vocations.

How does the field man earn his salt? A. W. Fell, field manager of the Pennsylvania Newspaper Publishers' Association has given no end of service to his members in the matter of better collection methods, financing plans, department costs, floor problems, information on dead-beats and schemers, libel, contracts, etc.

How does the field man earn his salt? Up in Minnesota, the field man has been very successful in stopping wholesale concerns from furnishing printed matter to the dealers at cut-throat prices. Sam S. Haislet is at the helm in Minnesota. Sam has spent some time, and has been successful, in digging up several good 50-50 advertising hook-ups. With him,

EDWIN A. BEMIS
President, N.A. S.P. F.M.
Colorado Field Manager

FROM AN ADDRESS TO THE NATIONAL EDITORIAL ASSOCIATION, AT OMAHA

of course, in Minnesota, is our own Herb. Hotaling, executive secretary of the N. E. A.

How does the field man earn his salt? Out in California, Ben Read has been giving the papers a great service by making talks before the luncheon clubs and community organizations. He shows them the importance of newspapers in the community and quotes actual figures as to the value of the newspapers in the town, the pay roll, the number of employees and what the industry means to the town and what it means to have the pay roll spent in the home town. He impresses on them the fact that in order to have a newspaper render the proper service in the community that it must be a success financially. He explains that the commodity the newspaper has for sale, namely advertising, has a definite value and that the merchants need not buy it on a charitable basis just to support the paper but that it is worth the price asked.

Ben recently killed off a trade extension campaign proposition which was being offered the merchants in various towns. In this case the initial investment was to be $1,500. He has recently compiled the rates and mechanical requirements of the newspapers of California. His personal calls on agencies have convinced them that his office is the headquarters for all newspaper information. Ben also was responsible for selling the California Fruit Growers Exchange on the idea of a campaign in the California papers and obtained an appropriation of $15,000 last year.

: : J. W. Shaw of the New York Press Association, B. Arp Lowrence of the North Carolina Press Association, are also giving their respective states constant and valuable services.

HOW does the field man earn his salt? I am not a bit modest. Being closer to my own work than I am to that of the other field men I am going to mention a few of the things that have happened in Colorado. Not long ago I was talking to a representative of one of the biggest corporations in the West. He was making use of many of the newspapers in the state. He, of course, was sold on the idea of advertising because he was using it, but incidentally complained that he was not able to get good mechanical production of his ads. A few days after this conference this man attended a meeting of editors and announced that *henceforth he would not use a newspaper whose advertising rate was less than 25c per inch. He stated that any publisher getting less than that could not put out the kind of paper that would do him any good in his advertising.* This resulted in a general increase of rates throughout that particular territory.

Recently we sent out a bulletin warning state publishers against two "buy at home" ideas which were just being launched in the state. I investigated these plans. I have been threatened with suit as a result of this but I am not afraid of that. In this instance we feel that we saved the merchants of that state thousands of dollars, and the publishers a big bunch of money and many hours of embarrassment.

Last month an editor phoned me on Saturday that he was in serious financial difficulties and that, through no particular fault of his own, he was to have his plant taken away from him on Monday. I went there immediately, made a survey of the situation, discussed it with the editor and one or two other leading men whom I was able to take into my confidence, and the whole situation began to unravel. Before I left that day I had worked out a plan by which the editor was able to save his plant. The

fact that I was an outsider made it possible for me to make the survey and to prescribe a way out. I will say, too, that the people with whom we were dealing and who were causing this trouble, recognized that I had come there with some degree of organization back of me.

Two editors in the southern part of my state were in serious difficulty with the Board of County Commissioners and other county officers. I was called to straighten out the situation. I gathered the county officials into a meeting and explained in detail the relationship of the newspaper to the county and gave them an understanding of details concerning the publication of legals and the handling of county printing under contract, the value of the local newspapers to the county as against the foreign printing institutions which the county officers had been patronizing, showing them the return to the county in taxable newspaper property, and in general convincing them that they could get the service they desired at the local printers and that nothing more destructive to the interests of the county at large could be inaugurated than the spending of money outside of the county for things which could properly be bought within that county.

A FEW days ago a certain state institution authorized the purchase of equipment for a department to do all of the institution's printing. Since this was the opening wedge for a state owned printing plant I decided to nip that in the bud. The result was that within a few hours the order was recalled and the appropriation cancelled.

How does the field man earn his salt? I want to talk to you just a little about "the skins we love to touch." Our country is full of transient solicitors, community and trade at home pests, and various fly-by-night operators. In many cases they get it and, of course, leave town with the bulk of the proceeds in their pockets and a trail of dissatisfied local merchants. When the advertising proves of no benefit, advertising gets the blame. Who is going out after these birds?

They flit from state to state and are extremely difficult to catch. Our best weapon, so far, has proven to be our weekly confidential bulletins which we send to our state publishers and to every other field man.

It must be understood that to hold our own with all other organized industries we must make this field plan a universal one in the United States.

Mrs. A. E. GIEGENGACK

ELECTED President of the Ladies' Auxiliary, New York Club of Printing House Craftsmen, Mrs. Giegengack has become Chairman of the Auxiliary Entertainment Committee in connection with the Fourth Graphic Arts Exposition, Grand Central Palace, New York City, in September. Her husband is President of the New York Club, First-Vice-President of the International, and Manager of the Exposition.

GOOD FOUNDATIONS (Only) CARRY GOOD "SPECIALS"

Here is a Line-Up in Favor of Editions Handled Peppily All the Way, A to Izzer

By ARTHUR C. SAUNDERS

DO special editions pay? : : Have they a depressing effect on current advertising? : : During an experience of several years devoted to the promotion of special editions, the writer has never known one that did not make money for the publisher. Nor do special editions depress current advertising, unless they are handled in a manner to arouse resentment in the advertiser. When properly managed, special editions give the public an impression of enterprise on the part of the publisher, and excite favorable comment generally.

The keynote of success in putting on a special edition is the reason or occasion for its publication. Unless the publisher has a good *raison d'etre* for a special number, it is wiser not to attempt one.

THE fifth, tenth, twentieth or twenty-fifth anniversary of the founding of a paper has proved to be an excellent basis for a special edition. Advertisers readily recognize that the edition is timely, and their good will takes the form of new or increased advertising to mark the paper's anniversary.

An anniversary of the founding of the city in which a paper is published is a good basis for a special. Such a number should be historical in character, dealing with the birth and growth of the city.

Local conditions and events afford other good reasons for special conditions. But *unless the reason appeals to the advertiser and the public as legitimate, the publisher may leave the impression of trying to graft a little extra money* from the community.

Many publishers try to put across a special edition with their local advertising staff. This method is sometimes successful. For some psychological reason, that we will not attempt to explain, the average advertiser seems often to respond much more readily and liberally to the solicitation of a special man than he will to that of a solicitor with whom he is in daily contact.

Special editions should be carried through with snap and vigor. If they drag, they die, and men hampered with the routine of regular daily advertising usually do not put the necessary driving power into special work.

"Special edition men" usually belong to one of three classes. They are either men temporarily out of a position who are making their way until they get settled again, or they are men of habits that unfit them for a steady position, or they are men who prefer special edition work to all other, and make it their permanent business. In spite of a widespread belief to the contrary, these men are usually honest so far as the purposes of the publisher are concerned, and even "the boozer" will, generally, stay

sober while "on a job." The chief interest in the man is his ability to put over the edition successfully, and truly so. This calls for a thorough knowledge of newspaper advertising work, coupled with high-powered soliciting ability. The publisher must decide the fitness of the applicant for himself.

COMMISSIONS for special edition work vary from 25% to 40%. They used to run higher. Twenty-five per cent is usually a fair compensation if a man works single handed. If the edition is a big one, and the promoter uses a crew, he should be allowed from 30 to 35 or even 40%.

The wise publisher will make a contract in writing with the special edition man, containing full details of the agreement, and stipulating that advertising will only be accepted on signed contracts, said contracts to belong to the publisher.

Some special edition men want no remuneration until after publication. Others want a drawing account to carry them over the preliminary work. If the finances of the paper will not stand a drawing account, it is easy to make an arrangement by which the promoter is paid half or three-quarters of his commissions upon turning in his contracts, provided he collects that amount in advance. Those placing small advertisements—two, three, five dollars—in a special edition will usually pay cash with the order if they are given a proper receipt. In this way a fund with which to carry the special edition man is created without any drain on the office.

As in all other things, *good faith must mark the special edition. It must be what it is represented to be.* It is well for the publisher to print in advance an explicit statement of its character, in this way protecting himself against misrepresentation or subsequent complaints.

Special editions, to my mind offer the publisher an opportunity to realize a neat sum of ready money with little extra effort; and, when properly handled, they form a permanent and valuable record of some feature of a city's growth or development.

AN OKLAHOMA GIRL advertised for a husband, and landed one within a very short time. The advertisement cost $3. She paid the wedding expenses, $9. In less than a year the husband died and left his widow an $11,000 insurance policy. Now will you admit that it pays to advertise?—From the *Strathmore (Calif.) Sentinel.*

ARTHUR C. SAUNDERS
Advertising Manager
Everett (Wash.) News
— MORNINGS, EXCEPT MONDAYS —

MR. SAUNDERS' actual experiences, here told entertainly and lucidly, have a background of schooling at St. Stephen's College and Columbia University; and, reportorial and editorial work on the Detroit (Mich.) *News*, New York *American Banker*, Los Angeles *Examiner*, and Brawley (Calif.) *News*. After war service he took up the newspaper advertising side, believing it to be more profitable, on the Los Angeles *Herald*, and later at Everett. He is a native of Montreal, Can.

WHEN? THIS or THAT Kind of ADVERTISING?

ARTHUR JUDSON
Vice-President, Fuller & Smith

DIRECT-MAIL is the most selective of media and should stick to its knitting. If you must talk to the mass—or if your product is one of universal application — then you can study average psychology, universal emotions, etc., but in that case you will probably use magazines or newspapers. In direct-mail you are speaking to selected individuals—and the study of those individuals by seasonal, vocational, geographical or other groups supplies you with the food for copy. When a group narrows to a single individual you are then in the field of sales promotion, rather than direct-mail advertising.

—*Layman Printer.*

CHARACTER IN NEWS AND ADVERTISING

LOUIS WILEY, Business Manager, New York Times: "A newspaper's character shows in its advertising columns as well as in its news columns. It must keep faith with its readers in what is offered to them by those who buy space. A newspaper can not trade upon the confidence of its readers by printing fraudulent or deceptive advertising. We live in a day when legitimate publishers and legitimate advertisers are working together to see that what is offered is honestly described."

CASH-in-ADVANCE, PROBE OF FIELD, STOP WASTE

How Many Community Publishers Analyze Circulation Problems Closely Enough?

By C. R. CASS

WAYS and means of securing and holding circulation is an age-old problem of the rural newspaper publisher, and every man must work out his own solution. After devoting nearly forty-one years to publishing a rural newspaper in the same town, and studying the circulation problem from many angles, I have reached some quite definite conclusions which may be of value or interest to others. I can but relate some of my own experiences and let you be the judge as to whether or not the plan is applicable to your needs and requirements.

To get circulation a newspaper need not necessarily be high class in a literary sense or learned in its discussions and comments, but it must have individuality and the editor must have ability to tell the stories of the everyday life of the community in an interesting and entertaining manner; it must win and merit the confidence and respect of its readers. The publisher of such a newspaper will find his circulation problems more than half solved.

IT took me a long time to bring myself to the point of putting my paper on a cash-in-advance basis. For thirty years it was my custom to send the Ravenna *News* to anyone who would take it from the postoffice. I once collected at one time from one

HE GAVE AWAY FINE WATCHES AND TRIPS TO EXPOS WHILE HE ATE FRUGALLY and CARRIED an INGERSOLL

man twenty-two years' subscription, $33 in amount. I have seldom seen a madder man than he, and I lost him forever as a subscriber.

I not only went to a cash basis but I advanced the subscription price from $1.50 to $2 at the same time. I gave notice that on a certain date all subscriptions not paid would be discontinued and that thereafter the subscription price would be $2. During a period of six weeks I gave all subscribers the privilege of extending their subscriptions for a term of five years at the old price of $1.50.

The result was one of the great surprises of my life. I did not have a single solicitor in the field, but at the end of the six weeks' period I had collected in subscriptions and five year extensions over $1,000, and finally had to remove only about 75 names from my list.

Since then two weeks before a subscribers' time expires he is sent a notice and if he does not renew within a reasonable length of time his name is stricken off and no questions are asked. We figure that 75 per cent of the subscribers so removed come in and renew after they miss the first copy.

Our list does not show any startling gains from year to year, but there is a slight increase and I am well satisfied with the plan. I believe the subscribers are better pleased.

I USED to have voting contests and have given away pianos, diamond rings, and gold watches when the best time-piece I could afford for my own use was a dollar Ingersoll. I have sent girls to the St. Louis exposition with all expenses paid at high class and expensive hotels while I was boarding with a widow woman for $2.75 per week. I have given away truck loads of highly decorated placques, and dishes, and sets of silverware, and clocks for clubs of ten. For several years I gave to each paid-in-advance subscriber Horatio Alger or Boy Scout books. I have given away thousands of them. The result was that the people grew to expect these premiums as they do calendars at a grocery store. As my generosity expanded their expectations grew. The world war, the advancing cost of news print and the general advance of all operating costs, inspired me to quit that sort of foolishness.

I think rural newspaper publishers are generally inclined to far overshoot their mark in the matter of circulation. I wonder how many of you realize your limitations and your circulation possibilities? Publishing a newspaper in a town not a county seat, I cannot hope to cover more than a few townships within the trade area of Ravenna. *Outside of the county in which it is published or beyond the limits of the trade area a town or city serves, no local newspaper can hope to gain any considerable circulation.* Outside these limits you are overlapping territory better served by other newspapers published in and for that particular locality.

C. B. CASS
Publisher Ravenna (Neb.) News

TAKE my country of Buffalo, for instance. The Agricultural census for 1925 gives it a total rural population of 10,409, of which 4,199 are males over ten years of age and 3,602 females over ten years of age. This includes the comparatively densely populated Platte Valley district, on the extreme southern edge of the country, a territory that has been settled since the close of the civil war. If every female in the rural districts of my county above the age of ten was a housewife there could not be to exceed 3,602 farm homes in all Buffalo country. Obviously there is a much smaller number. Probably there are not more than 2,500 rural homes in this county. To serve this population we have one daily newspaper and five good weeklies. *Question?* How would these 2,500 rural families divide their patronage between one daily and five weekly newspapers, and what number would be a reasonable share for the Ravenna *News*, published, as it is, in the extreme northern part of the county in the newer and more sparsely settled Loup Valleys territory? I have about 1,200 names on my list.

Custer County with four times the area of the average Nebraska county and a farm population of 17,329, of which 6,835 are males and 5,865 females above the age of ten throws an interesting sidelight on one of the reasons why it is possible for the Custer *Chief* to lead all other Nebraska rural weeklies in point of circulation.

Hall county has a rural population of 2,927 males and 2,058 females above the age of ten. From which it may be safely guessed that a strictly local newspaper in Hall county would have rather slim pickings outside the city of Grand Island.

Howard county has a farm population of 6,840, of which but 2,822 are males and 2,325 are females above the age of ten—probably representing not more than 2,000 rural homes, served by at least three newspapers.

Sherman county has a farm population of 6,336 of which 2,662 are males and 2,235 are females over 10 years of age, representing not to exceed 1,500 farm homes served by three newspapers.

Valley country has a farm population of 6,107, of which 2,445 are males and 2,098 are females above the age of 10, indicated a total of from 1,200 to 1,500 farm homes served by three or four newspapers.

Most of these counties are heavily populated by immigrant stock or their immediate descendants. German, Bohemian, Polish and Danish newspapers and periodicals meet the somewhat limited literary demands of many of these excellent people. Deduct also a transient element, both in town and country. Deduct further those elements which finds its newspaper needs and tastes adequately supplied by the daily press. Deduct still further those elements to be found in every community whose principal interests are served by a sensational press.

AFTER surveying his field and making these deductions, a publisher of a rural newspaper must conclude that he is up against a proposition where only *merit* can win; and, even with merit and plenty of it, he must be content with small returns as compared with other business men employing far less capital and oftimes less industry and intelligence.

For these reasons I question the business judgment of a rural newspaper

MARION T. CASS
Ravenna (Neb.) News
MISS CASS, Daughter of the Publisher, Read His Paper on Circulation Building for the Community Paper, at the Recent Convention of the Nebraska Press Association.

publisher in undertaking voting contests and other similarly expensive subscription-getting enterprises. *It is not possible to get business where it does not exist.*

IF a newspaper occupies an exclusive field, or a working agreement is possible between the publishers of the leading newspapers published in the same town or county, the cash in advance system is much the best and not so difficult to introduce if consistently followed. The great majority of subscribers favor the system and help you to plug at least one of the big leaks that weaken and impoverish rural newspapers. Sell your newspaper on its merits, save your friends and supporters from the annoyance and oft-times distasteful and embarrassing rivalry of a horde of candidates who are working in their own interest only.

One of the interesting things about human nature as I have observed it is that people value things in proportion to what they pay for them, and everyone has more or less disdain for those things we have thrust upon us. Herein lies a little psychology having relation to the building of a *bona-fide* newspaper circulation. Make your newspaper something vital and inspirational, an ever-active constructive force in your community, and the worthwhile people of that community will want it enough to pay for it—in advance. To keep the other class on your list as no-pays is not helping the advertiser, and the no-pays are helping you still less, so why carry useless cargo!

OFFICE AND PLANT RULES, POSTED, PREVENT SCRAPS

Pennsylvania Association Studies Problem Through the Activity of Its Field Manager

By Permission, From a Recent Bulletin, Issued

By A. W. FELL

FOUR causes for discharge of employees are generally recognized including all trade unions —(a) incompetency; (b) neglect of duty; (c) to reduce the force, and (d) violation of office rules, *WHICH MUST BE CONSPICUOUSLY POSTED.* If you have no rules *POSTED,* one of the causes for discharge cannot be enforced. You thereby lose one of the important instruments for maintaining discipline and efficiency in all departments.

The following rules were compiled by Lester L. Jones, executive secretary and representative of the Publishers' Association of New York City. The compilation was made from rules now in force in New York City offices and from rules outside of New York.

We are indebted to Mr. Jones for this copy, which will serve our members as an excellent guide in making up their own rules for posting.

OFFICE RULES
COMPOSING ROOM

1.—All employees must give the foreman their addresses and telephone numbers and promptly report any changes.

A. W. FELL
Manager, Pennsylvania Newspaper Publishers' Association

2.—Employees must be ready for work when "time" is called and shall continue work until the end of their shift (lunch period excepted) and may be held for overtime work until released by the Foreman in charge. When any task is finished during the day's work, workmen must immediately report to their Department Head for further instructions.

3.—No employee shall leave this department during his working hours without permission. Regular situation holders must see that their positions are properly covered by competent substitutes. No employee will be permitted to "sign-up" for another employee for any work.

4.—Regulars, substitutes or extras must not loiter about the office during working hours nor interfere with men engaged in the performance of their duties. None but employees of this newspaper shall be allowed in this department during working hours.

5.—Conversation with agents, canvassers, peddlers and collectors, private business, personal use of telephone, social visits, discussions and arguments are forbidden.

6.—Profane, loud, indecent language, or unnecessary conversation, boisterousness, quarrelling, wrestling, scuffling, physical violence or threats thereof and all disturbances interfering with men at work are prohibited. Disorderly conduct in this department or in the building will be cause for discharge.

7.—Drinking intoxicants during working hours, or appearing for work under the influence thereof or bringing intoxicants into the building are positively prohibited. All forms of gambling, including pools, lotteries and raffles are prohibited.

8.—No money advances will be made. No wages will be paid employees before regular pay day. Garnishment of wages will be deemed cause for dismissal.

9.—Employees must observe rules of hygiene and sanitation in the use of spitoons, lavatory, toilets, etc. They must deposit all rubbish in receptacles provided therefor.

10.—Writing upon, scratching, cutting, defacing or otherwise damaging the building, walls, furniture, machinery or other equipment is prohibited. Breakage or failure of any machinery or lack of material must be reported at once to the man in charge of the department. Waste such as the unnecessary use of electric power and light or of water will not be allowed.

11.—Competency is a requisite for holding a position. Ability to perform and the actual performance of a fair day's work is a test of competency. Clean proofs are required and are a test of competency. The foreman is the judge of competency.

12.—Luncheon periods are provided. Employees must not absent themselves from duty for a longer time than is allowed for that purpose.

13.—Evading copy or shirking duty during any part of a day's work is prohibited. The setting of obscene words is prohibited. The setting of any type except such as is intended for the use of this newspaper is forbidden un-

less the permission of the foreman has been had.

14.—Smoking in this department is prohibited. This order applies to the lavatory and locker rooms.

15.—Compositors, proof-readers, correctors and make-ups must use correct slug number or sign their initials on all proofs handled. The tearing out or defacing of proof-readers' marginal marks is forbidden. If for any reason corrections are not made they must be reported promptly to the proof-reader or foreman. When a line in an advertisement has been reset without the knowledge of or orders from proof-readers, indicate the fact on margin in order that the reader may be informed when handling the revise.

16.—All advertisements, editorials, editorial page matter, letters to the editor and Sunday Sections must be sent to the proof room for revision until O. K. If it is not possible to send galley revises, "proofs" signed by the corrector must always be sent to the proof room for revision in the first available edition of the paper. Corrections in advertisements marked on edition pages must be returned to the proof room for correction in the edition following. Corrector must advise the make-up by flag or otherwise that the advertisement has been corrected.

17.—Practicing on machines is not permitted except by permission of the foreman.

18.—The Foreman is the Employer's representative in this department and his orders must be promptly obeyed. To each Department Head is given the requisite authority to issue necessary instructions for the proper fulfillment of the worker's duties. Insubordination will be considered cause for immediate discharge. An aggrieved employee may appeal from the discharge to the authority provided in the contract.

SPECIAL RULES FOR MACHINE OPERATORS

1.—Setting proof corrections is the first order of business.

JOHN G. ZOOK
Manager, Lititz (Pa.) Express

THE EXPRESS, recently observing its fiftieth anniversary, operates a weekly, a large book and commercial plant, a trade composition plant and stationery department. Mr. Zook is the author of a number of noteworthy Pennsylvania historical publications.

NEXT MONTH : : :

NATIONAL PRINTER-JOURNALIST WILL PUBLISH AN ISSUE DEVOTED ESPECIALLY TO THE GRAPHIC ARTS, A PRELUDE TO THE CRAFTSMEN'S GREAT EXPOSITION, NEW YORK, SEPT. 5-17.

2.—All "takes" must be delivered to bank as soon as set and operators must identify their work in the manner required by the office.

3.—Operators must discard "pi" lines as soon as cast and not let them come to the bank.

4.—Operators when in need of a machinist must notify the machinist by calling number of machine or by use of lights when provided. Extinguish light when machinist answers.

5.—Operators must pick up matrices when dropped; must distribute all matrix "pi" accumulated and turn off light and power when leaving machine for lunch or when transferred to another machine, or at the end of a day's work.

6.—Operators must not take matrices or space bands from one machine to another. If short notify head machinist of the shift at once.

7.—Operators must keep the metal at the proper level in the metal pots.

8.—Ludlow operators must distribute matrices immediately after the line has been cast.

SPECIAL RULES FOR PROOF-READERS

1.—Readers are required to exercise care in filing ads and special copy so that they may be found without delay.

2.—The spacing, measure, type, border, style and other technical matters must be carefully verified in reading advertisements. Special care must be takan when reading selling prices and addresses in advertisements. Check up the operator and compositor.

3.—Proof-readers must initial or number all proofs read.

4.—Proof-readers must immediately report all "pi" lines or the use of wrong "guide line" or slug to the head proof-reader or foreman and show proof; otherwise they will be held equally responsible with the operator.

Foreman and Assistant Foremen will enforce these rules.

These rules are posted in pursuance of the following clause in the contract between the Publishers' Association and the Union: "Foremen of printing offices have the right to employ help and may discharge (1) for incompetency, (2) for neglect of duty, (3) for violation of office rules (which shall be conspicuously posted) or laws of the Chapel or Union, and (4) to reduce the force."

OFFICE RULES STEREOTYPE ROOM

1.—All employees must give the foreman their addresses and telephone numbers and promptly report any changes.

2.—Employees must be ready for work when "time" is called and shall continue at work until the end of their shift (lunch period excepted) and may be held for overtime work until released by the Foreman in charge. When any task is finished during a day's work, workmen must immediately report to their Department Head for further instructions.

3.—No employee shall leave this department during his working hours without permission. Regular situation holders must see that their positions are properly covered by competent substitutes. No employee will be permitted to "sign-up" for another employee for any work.

4.—Regulars, substitutes or extras must not loiter about the office during working hours nor interfere with men engaged in the performance of their duties. None but employees of this newspaper shall be allowed in this department during working hours.

5.—Conversation with agents, canvassers, peddlers and collectors, private business, personal use of telephone, social visits, discussions and arguments are forbidden.

H. D. LEGGETT

Publisher, Ord (Neb.) Quiz
President Nebraska Press Association
Nebraska Vice-President, N. E. A.

RECENTLY the *Quiz* moved into a new home. Mr. Leggett hails from Michigan. He founded the Ord *Valley County Times* in 1918, ran it for five years, sold to W. W. Haskell of the *Quiz*, became a retailer, published a paper at St. Paul, Neb., edited the Ord *Journal* for H. M. Davis, and then bought the *Quiz*—$18,000 without building, circulation 1,600. He built it to 2,800, when came the war slump. But he put in a cash-in-advance policy, cleaned up the list, and now it is over 2,500. There are three other papers in the county.

6.—Profane, loud, indecent language, or unnecessary conversation, boisterousness, quarrelling, wrestling, scuffling, physical violence or threats thereof and all disturbances interfering with men at work are prohibited. Disorderly conduct in this department or in the building will be cause for discharge.

7.—Drinking intoxicants during working hours, or appearing for work under the influence thereof or bringing intoxicants into the building are positively prohibited. All forms of gambling, including pools, lotteries and rafles are prohibited.

8.—No money advances will be made. No wages will be paid employees before regular

SETS OF DEPARTMENT RULES PREPARED BY EXPERTS AND WORTHY OF STUDY BY PRESS, LARGE and SMALL

pay day. Garnishment of wages will be deemed cause for dismissal.

9.—Employees must observe rules of hygiene and sanitation in the use of spitoons, lavatory, toilets, etc. They must deposit all rubbish in receptacles provided therefor.

10.—Writing upon, scratching, cutting, defacing or otherwise damaging the building, walls, furniture, machinery or other equipment is prohibited. Breakage or failure of any machinery or lack of material must be reported at once to the man in charge of the department. Waste such as the unnecessary use of electric power and light or of water will not be allowed.

11.—Competency is a requisite for holding a position. Ability to perform and the actual performance of a fair day's work is a test of competency. The foreman is the judge of competency.

12.—Luncheon periods are provided. Employees must not absent themselves from duty for a longer time than is allowed for that purpose.

13.—Smoking in this department is prohibited. This order applies also to lavatory and locker rooms.

14.—The foreman is the Employer's representative in this department and his orders must be promptly obeyed. To each Department Head is given the requisite authority to issue necessary instructions for the proper fulfillment of the worker's duties.

15.—All machines must be kept clean and in good working order. Defects in machines and breakage must be reported to the Foreman.

16.—Carelessness causing injury to others or damage to machinery will be cause for discharge.

17.—Care in handling unprinted plates and casts is required and waste of time and material due to carelessness will be cause for discharge.

18.—Molten metal must be kept clean and at proper casting temperature.

Foremen and Assistant Foremen will enforce these rules.

These rules are posted in conformity with, etc.

OFFICE RULES
PRESS ROOM

1.—All employees must give the foreman their addresses and telephone numbers and promptly report any changes.

2.—Employees must be ready for work when "time" is called and shall continue work until the end of their shift (lunch period excepted) and may be held for overtime work until released by the Foreman in charge. When any task is finished during a day's work, workmen must immediately report to their Department Head for further instructions.

3.—No employee shall leave this department during his working hours without permission. Regular situation holders must see that their positions are properly covered by competent substitutes. No employee will be permitted to "sign-up" for another employee for any work.

4.—Regulars, substitutes, or extras must not loiter about the office during working hours nor interfere with men engaged in the performance of their duties. None but employees of this newspaper shall be allowed in this department during working hours.

5.—Conversation with agents, canvassers, peddlers and collectors, private business, personal use of telephone, social visits, discussions and arguments are forbidden.

6.—Profane, loud, indecent language, or unnecessary conversation, boisterousness, quarrelling, wrestling, scuffling, physical violence or threats thereof and all disturbances interferring with men at work are prohibited. Disorderly conduct in this department or in the building will be cause for discharge.

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11.—Competency is a requisite for holding a position. Ability to perform and the actual performance of a fair day's work is a test of competency. The foreman is the judge of competency.

12.—Luncheon periods are provided. Employees must not absent themselves from duty for a longer time than is allowed for that purpose.

13.—Smoking in this department is prohibited. This order applies to lavatory and locker rooms also.

14.—The foreman is the Employer's representative in this department and his orders must be promptly obeyed. To each Department Head is given the requisite authority to issue necessary instructions for the proper fulfillment of the worker's duties. Insubordination will be considered cause for immediate discharge. An aggrieved employee may appeal from the discharge to the authority provided in the contract.

15.—Pressman-in-charge is responsible for the condition and the conducts of his press—this covers correct plating and revision of folios, light sheets due to improper ink distribution or adjustment of ink rollers, care of blankets and folder conditions, as well as the general appearance of the printed product of his press. Presses must be kept clean and in good working order at all times. Defects and breakage must be promptly reported to the Foreman.

16.—All members of press crews must be in attendance, as assigned for work, during all working hours, lunch time excepted, unless excused by the Foreman-in-charge.

17.—Overflowing of ink fountains, due to carelessness, will be cause for discharge.

18.—Care in handling roll news print and the elimination of unnecessary waste is required of all workmen. Carelessness causing waste will be cause for discharge.

19.—Carelessness causing injury to others or damage to machinery will be cause for discharge.

20.—Carelessness of oilers in dripping or pouring oil on the floors and the waste of oils is forbidden.

Foremen and Assistant Foremen will enforce these rules, etc.

OFFICE RULES
MAIL ROOM

1.—All employees must give the foreman their addresses and telephone numbers and promptly report any changes.

2.—Employees must be ready for work when "time" is called and shall continue at work until the end of their shift (lunch period excepted) and may be held for overtime work until released by the Foreman in charge. When any task is finished during a day's work, workmen must immediately report to their Department Head for further instructions.

3.—No employee shall leave this department during his working hours without permission. Regular situation holders must see that their positions are properly covered by competent substitutes. No employee will be permitted to "sign-up" for another employee for any work.

4.—Regulars, substitutes or extras must not loiter about the office during working hours nor interfere with men engaged in the performance of their duties. None but em-

HE IS AS FOLLOWS : : :

HAL E. HOSS

MANAGER Oregon City (Ore.) *Daily Enterprise.*

DIRECTOR of the International Press Foundation.

VICE-PRESIDENT of the National Editorial Association.

PRESIDENT of the Pacific Coast Newspaper conference.

SECRETARY of the Oregon State Editorial Association.

DIRECTOR of the Willamette Valley Ben Franklin Club.

SECRETARY of the Clackamas County Publishers' Association.

SECRETARY to the governor of Oregon, I. L. Patterson.

G. B. T. MARTIN
President Pacific Northwest Circulation Managers' Association
Spokane (Wash.) Chronicle

CIRCULATION Manager Martin learned the printing trade at the Red Wing (Minn.) *Daily Republican,* entered circulation work as city circulator for the Winnepeg (Man.) *Tribune,* held various posts with the St. Paul (Minn.) *Pioneer-Press,* enlisted at the outbreak of the Big War and joined the *Chronicle* in 1926.

ployees of this newspaper shall be allowed in this department during working hours.

5.—Conversation with agents, canvassers, peddlers and collectors, private business, personal use of telephone, social visits, discussions and arguments are forbidden.

6.—Profane, loud, indecent language, or unnecessary conversation, boisterousness, quarrelling, wrestling, scuffling, physical violence or threats thereof and all disturbances interferring with men at work are prohibited. Disorderly conduct in this department or in the building will be cause for discharge.

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14.—The foreman is the Employer's representative in this department and his orders must be promptly obeyed. To each Department Head is given the requisite authority to issue necessary instructions for the proper fulfillment of the worker's duties.

15.—All machines must be kept clean and in good working order. Defects in machines and breakage must be reported to the Foreman.

16.—Carelessness causing injury to others or damage to machinery will be cause for discharge.

Foreman and Assistant Foremen will enforce these rules, etc.

NEWSPAPER & MAIL DELIVERIES OFFICE RULES AND REGULATIONS

1.—Employees must report promptly at the delivery department or stand at the time designated by the foreman.

2.—Employees must be accurate and honest in all cash transaction and in all dealings with newsboys and news agents.

3.—Deliverers must bring to the delivery rooms their wagons and return said wagons to the stable in person.

4.—No strangers will be permitted on delivery wagons.

5.—Routemen must cash in at the place designated by the office every night, or at the convenience of the office.

6.—No messengers can be sent with money.

7.—Deliverers shall allow no person not employed on the paper to ride on their wagons without permission.

8.—Routemen are permitted to carry one boy with them on their wagons.

9.—Routemen must use their time between editions to make up their moneys and returns in order that there will be no time lost in the return room at night.

10.—After covering routes, routemen must return to their respective points to receive their next editions.

VACATIONS, WITH OR WITHOUT PAY, or WHAT?

OFFICE MANAGEMENT

ONE company with which I am familiar, allows employees the privilege of 12 days absence on account of sickness, without pay deduction, per year. Absences on account of sickness may be accumulated, so that if any employee has not been absent on account of sickness for six months, and then is away for 6 days, she is paid her full salary. It is made very clear, however, that there is no relationship between sick leave allowances and vacation. When an employee is absent more than the allowed 12 days, this time is deducted from the salary check.

The vacation period in this company is from June to September, and it is against company policy to permit employees to take a week, or any part of their two-weeks vacation, in the Spring, Fall, or Winter. It is apparent that if any other than the above procedure were followed, four weeks vacation a year could be secured by an employee which is naturally against company policy.

A. SCHAEFER
President, Morning Newspaper Publisher's Association
Ft. Wayne (Ind.) Journal-Gazette

FOUR years ago, in Chicago, forty-five newspapers formed an organization to help solve problems of morning dailies. Mr. Schaefer was elected president and has been re-elected annually ever since, and has been especially active in the advertising campaign in behalf of morning newspapers. He is a native of Cincinnati, graduate of Bradley University, Peoria, Ill., was for eight years business manager of the Peoria *Journal* at Pekin, Ill., then business and advertising manager of the Peoria *Journal* and Peoria *Transcript,* advertising manager of the Newark (N. J.) *Ledger,* publisher of the Pekin (Ill.) *Times,* and now advertising director of the Ft. Wayne (Ind.) *Journal-Gazette,* which last year carried 11,000,000 lines.

11.—Deliverers while waiting for their papers at the delivery room, or while not actually engaged in distributing papers, shall devote their time to such other work as the foreman shall direct.

12.—They shall at all times be willing to carry bundles to wagons, automobiles, "L" and Subway Stations or to other distributing points.

13.—All deliverers shall be responsible for packages entrusted to their care between the office and points of shipment.

14.—All deliverers must assist in loading and unloading relay wagons and automobiles when they arrive at points of distribution to facilitate the delivery of the paper.

15.—The working hours shall be arranged by the management of the newspaper office through the foreman of the deliverers.

16.—Routemen on evening newspapers, who turn in their collections when reporting at the delivery rooms in the morning, shall be considered as starting their day's work, unless the rules of the office provide that routemen must cash in at the delivery room at night.

17.—Foremen sending relay men on last runs shall at all times arrange to send such men in the general direction of their homes and shall not violate this rule except in cases of emergency, when reason for such detail shall be reported to the District Chairman.

ROUND TABLE

WHO SAYS "PRINTERS DON'T LAST SO VERY LONG?" VETERANS' LIST BIG

Suitable Award to Be Made at Graphic Arts Exposition, Sept. 5—17 New York City, to Oldest Old-Timer in the U. S. A. and Canada

WHO is the oldest printer on the continent in continuous active service? From nearly every state in the Union and many of the provinces of Canada, have come replies to A. E. Giegengack, manager of the Fourth Educational Graphic Arts Exposition, Grand Central Palace, New York City, September 5-17, since the announcement that the Exposition and its sponsors sought to honor "the veteran" from the ranks of printing craftsmen.

Fifty, sixty, almost seventy years of continuous work, many of these men have seen. Some tell of fifty years or more with one concern.

When the committee makes its decisions in the near future, the very oldest old-timer, provided he lives within a reasonable distance of New York, will be invited to attend the exposition. With due formality, a gold medal or other suitable reward will be publicly presented to him. Should he be unable to attend, the appreciation will be sent and presented in a suitable manner.

In addition to the grand award, a list of names for honorable mention also will be selected by the committee and some suitable method of conveying a token of esteem decided upon at a later date. The list of contenders on June 25 included the following:

NEW ENGLAND STATES: Waltham, Mass., Fred Thompson; Malden, Mass., Wm. G. J. Perry; Manchester, N. H., J. A. Muehling; Boston, Mass., A. G. Daniels; Everett, Mass., Wm. F. Warner; Lowell, Mass., D. Auguste Lambert; Springfield, Mass., Frederick H. Colton; Cambridge, Mass., Frank T. Hull; East Hartford, Conn., W. W. Blank; Cambridge, Mass., David J. Hill; Bridgeport, Conn., O. Howard Hall; Arlington, Mass., Chas. T. Parker; Portland, Maine, Thomas L. Haskell; Wollaston, Mass., Thomas Honey; Hartford, Conn., T. J. Given; New Britain, Conn., J. L. Doyle.

EASTERN STATES:—Mauch Chunk, Pa., J. C. Lesher; Glen Mills, Pa., Wm. W. S. Gerhart; Flushing, New York, Wm. Osborne; Lansdowne, Pa., Thomas H. Dunlap; Pittsburgh, Pa., M. J. McMahon; Durhamville, Madison Co., N. Y., J. Y. Clanton; Yonkers, N. Y., James B. Martin, Sr.; Jamaica, N. Y., Wallace H. Gilbert; Brooklyn, N. Y., Frank C. Krek; Elmira, N. Y., James C. Ranck; Albany, N. Y., Robert K. Quayle; Newton, N. J., M. H. Maloney; New York, N. Y. G. C. Loewenthal; Newark, N. J., Wm. W. Comes, Brooklyn, N. Y., Wm. G. Bigger; Highland Park, N. J., Frank E. Merritt, Jr.; W. Philadelphia, Pa., George W. Hill; New York, N. Y. Frank Le G. Gilliss; Kingston, N. Y., G. Edinger Urban; Philadelphia, Pa., Rufus K. Hill; Philadelphia, Pa., John B. McBride; Pittsburg, Pa., E. R. Roberts; Adams, N. Y., W. J. Rogers; Brooklyn, N. Y., John J. Roeth; Newark, N. Y., Josiah Cattoo; Camden, N. J., Alfred Bothe; New York, N. Y., Charles Francis; Little Falls, N. Y., T. W. Highland; Rochester, N. Y., Henry A. Smeed; Orange, N. J., J. P. O'Brien; New York, N. Y., Morris Cohn; New York, N. Y., T. E. Reed; Allentown, Pa., Wm. F. Schlechter.

MIDDLE WESTERN STATES:—Toledo, Ohio, Jesse Markee; Chicago, Ill., Frank A. Stieger; Marvell, Ark., J. C. Graham; Alma, Kansas, Frank I. Sage; Danville, Ill., Thomas K. Heath; Shelbyville, Ill., Thos. B. Shoaff; St. Paul, Minn., John Treacy; Chicago, Ill., Thomas E. Sullivan; Cleveland, Ohio, A. W. Lowe; Galesburg, Ill., S. W. Wagoner; Massillon, Ohio, Joseph K. Merwin; Missouri Valley, Iowa, John W. Harris; Chicago, Ill., David Oliphant; Fort Madison, Iowa, John B. Mason; Columbus, Ohio, Wm. Inskeep, Madison, Wis., Wheeler A. Tracy; Pekin, Ill., W. H. Bates.

SOUTHERN STATES:—Houston, Texas, D. S. Harkness; Silver City, N. C., Chas. Brown; Kennett, Missouri, A. C. Thrower; Washington, D. C., John S. Burnside; Tarboro, N. C., C. F. Clayton, Sr.; Baltimore, Md., Benjamin F. Westerfield; Baltimore, Md., Wm. F. Williams; Norfolk, Va., W. A. Minter; Washington, D. C., W. Frank Clark; Tallahassee, Fla., T. J. Appleyard; San Antonio, Texas, Eugene S. Wordhaus; Romney, W. Va., James Wirgman; Westminster, Md., John H. Mitten; Safety Harbor, Fla., Joseph H. Bendell; Nashville, Tenn., A. R. Gray; Richmond, Va., R. Pace; Albany, Ala., C. J. Hildreth.

WESTERN STATES:—Charles Marigeot, San Francisco, Calif.

CANADA:—Arthabaska, Quebec, Can., Denis Le Blanc; Saskatoon, Saskatchewan, F. W. Fowler; Winnipeg, George Brittain, J. F. McIntyre, Thomas Purves, Andrew Paton, David Cashma, N. D. Leveque; A. R. Graham, Swan River, Manitoba; Toronto, Peter McGill; Ontario, A. G. Gowanlock; Vancouver, B. C., Thomas Moore; Langley Prairie, B. C., George Y. Timms.

The PRINTING OFFICE Towel

WHEN I think of the towel, the old-fashioned towel,
That used to hang up by the printing house door,
I think that nobody in these days of shoddy
Can hammer out iron to wear as it wore.
The tramp who abused it, the devil who used it,
The make-up and foreman, the editor (poor man),
Each rubbed some grime off while they put a heap on.
In, over and under, 'twas blacker than thunder,
'Twas harder than poverty, rougher than sin;
From roller suspended, it never was bended,
And it flapt on the wall like a banner of tin.
It grew thicker and rougher, and harder and tougher,
And daily put on a far inkier hue,
Until one windy morning, without any warning,
It fell to the floor and was broken in two.

—*Robert J. Burdette.*

PLANS for the Exposition are progressing so rapidly that everything augurs well for a record-breaking exhibition. The space on the three big floors of the Palace is being absorbed by concerns interested in the graphic arts, and by the time the exposition opens every inch of space will be occupied, with every detail attended to.

The Exposition will bring together the foremost printers, publishers, printing house craftsmen, manufacturers of equipment, dealers in supplies, advertisers and buyers of printing in the United States, Canada and from practically all important parts of the business world.

Six organizations will hold annual conventions in New York during the period of the exposition, as follows: The International Association of Printing House Craftsmen,

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United Typothetae of America, International Association of Electrotypers of America, Employing Bookbinders of America, International Trade Composition Association and International Printers Supply Salesmen's Guild.

The New York Club of Printing House Craftsmen elected Mrs. A. E. Giegengack, wife of the president of the Club, to the presidency of the Ladies Auxiliary being formed for the convention to be held during the exposition. A splendid program is being arranged which will keep the visiting ladies busy while the convention is in session.

Among the many activities in connection with the exposition will be the dedication of the Master Printers' building which will be completed about the time the Exposition opens.

C. N. P. A. RATE BOOK ISSUED by BEN READ, CALIFORNIA

Southern and Central Newspapers Covered in Complete Detail for Advertisers, Agencies

CALIFORNIA'S southern and central community newspapers, weeklies and dailies, now have a "Rates and Market Data" book in circulation among advertisers, agencies, and publishers' representatives. It is published by the California Newspaper Publishers Association, 372 Pacific Electric Building, Los Angeles, and the work is that of Ben H. Read, field manager of the association. It has just come out, and is another step in the rapid associated progress being made on the southern Pacific Coast—following shortly upon a consolidation of various publisher and printer organizations, based on the Southern California Press Association.

BEN H. READ
California Field Manager

The volume, 4¼x9¼ inches, 212 pages and cover, saddle-stitched, is given the name "The Golden Circle List of California Newspapers". It includes rates for general advertising only; others furnished on request. The media are grouped by counties. It is reported that the issue more than paid for itself, (except the work preparatory to printing), through advertising by newspaper publishers scattered through the booklet.

THERE is a good index by papers. For each county there is a general review of market possibilities, community high-spots, wealth, kinds of industry or farming, number of telephone subscribers, number of users of gas, electricity, etc., and other data. Then each town or city is given, and then the newspapers and rates.

For the town or city there is population, local and suburban; character of population, schools, churches, banks, theaters, location with reference to large centers, principal industries, residential features, boarding houses, retail shopping section details, wholesaling, trading area, number of retail outlets for various nationally advertised goods, and miscellany.

For each paper there appears the name of the publisher, day of publication, day copy must be in, display rate per inch, classified rate per line, width and depth of type page, width and depth of column, columns to page, commissions to agencies, cash discount allowed, and circulation (divided by local, rural, trading teritory, and outside district).

IN his introduction, Field Manager Read says:

"THE GOLDEN CIRCLE LIST is a select list of Central and Southern California daily and weekly newspapers making up the membership of the California Newspaper Publishers Association. These newspapers are of the highest standing and recognized business integrity; the Live List of California Newspapers whose advertising rates have been compiled in brief form and presented here for the use of agencies and advertisers.

"We believe that this list of papers will take care of any business sent them better than any in the State. The efforts of the Association are being put forth to impress on them that business with the Agencies depends on the service they give, Any complaints by either the agency or the publisher should be sent to the Executive Secretary and an adjustment will be undertaken in all fairness and mutual helpfulness. Agency commissions are allowed only to agencies who develop business and have a recognized standing.

"THE CALIFORNIA PLAN is an effort to gather information on rates and other data of use to advertisers and place it before prospective users of space in the member papers of the California Newspaper Publishers Association. It is a movement to sell the Central and Southern California field as a whole to the advertiser and particularly to make it easier for the advertiser to use the member papers of this Association.

"This is the first time that such information has been compiled for the Central and Southern California field.

"Rates quoted herein are for General Advertising. Many of the dailies have rates for various classifications which will be found in Standard Rate and Data Service.

"The Executive Secretary will gladly assist in making up lists to cover any particular region such as—citrus belt, oil field, beaches, etc. It is the desire to make his office a service bureau on newspaper information in Central and Southern California, particularly in respect to the community papers. A letter or a phone call will give you information we have on file and if you desire additional information we will be glad to get it for you."

CARNEGIE-U. T. A. PROGRAM PROGRESSES

UNITED TYPOTHETAE OF AMERICA program of education will begin to function immediately at the Carnegie Institute of Technology. Dr. Thomas S. Baker, president of Carnegie, has announced two appointments to the Typothetae chairs in printing Instruction. David Gustafson, A. B., A. M., becomes the head of the Department of Printing. John C. Martin, a member of the printing faculty at Carnegie for the past eleven years, is named as the United Typothetae of America head instructor in Craftsmanship Training.

ASSOCIATION ELECTIONS

ALABAMA PRESS ASSOCIATION—President, R. B. Vail, Bay Minette Baldwin Times; vice-president, Lawrence S. Richardson, Jasper Mountain Eagle; secretary-treasurer, Jack M. Pratt, Carrollton Pickins County Herald.

ARKANSAS PRESS ASSOCIATION—President, Charles Gosley, Hot Springs New Era; first vice-president, Curtis B. Hurley, Camden Beacon-Herald; second vice-president, John P. Stafford, Springdale News; third vice-president, Ed. McCorkle, Hope Star; secretary, Clio Harper, Little Rock Pulaskian; treasurer, B. H. Thomas, Gurdon Times.

KANSAS EIGHTH DISTRICT EDITORIAL ASSOCIATION—President, Raymond Cline, Conway Springs Star; vice-president, J. Byron Cain, Belle Plaine News; secretary and treasurer, Mrs. Lela White, Clearwater News.

CENTRAL NEW YORK PRESS ASSOCIATION—President, E. F. Bussey, Cato Citizen; vice-president, P. M. Rathbun, Moravia; secretary, E. L. Blanchard, Earlville Standard; treasurer, B. H. Stone, Camden Advance-Journal.

OKLAHOMA PRESS ASSOCIATION—President, C. S. Storms, Waurika News Democrat; first vice-president, Jim Biggerstaff, Wagoner Record; second vice-president, W. R. Martineau, Oklahoma City Livestock News; third vice-president, Robert L. Kidd, Poteau News; fourth vice-president, Mrs. Lucy Eastin, Fairfax Chief; secretary-treasurer, N. A. Nichols, El Reno American.

NORTHEAST TEXAS PRESS ASSOCIATION—President, Sam B. Fryar, Clarksville Times; vice-president, Sam Holloway, Deport Times; secretary, Lon Boynton, Paris, Lamar County Echo.

KANSAS EDITORIAL ASSOCIATION—President, W. T. Beck, Holton *Recorder;* vice-president, Leslie Wallace, Larned *Tiller and Toiler;* secretary-treasurer, W. E. Blackburn, Herington *Sun.*

NATIONAL EDITORIAL ASSOCIATION—President, Charles M. Meredith, Quakertown (Pa.) *Free Press;* Vice-President, Erwin Funk, Rogers (Ark.) *Democrat;* Treasurer, W. W. Aikens, Franklin, Ind.; executive secretary, H. C. Hotaling, St. Paul, Minn.

WHAT CONVENTIONS MEAN TO CITIES

WHAT DOES IT mean to a city to get conventions? When you attend a convention, what do you do for the merchants of that place? Should you back up your local chamber of commerce in landing conventions?

Milwaukee (Wis.) department stores get $2.89 of a total daily expenditure of $21.89, average, of each person attending national state and other conventions in Milwaukee, according to an estimate just completed by the convention bureau of the Milwaukee Association of Commerce. The International Association of Convention Bureaus has been accepting $10 per day as the average expenditure of a conventionite. The data was secured by writing letters to several thousands who

EXHIBITOR
GRAPHIC ARTS EXPOSITION
New York Sept. 5-17, 1927

For Economical Composition

INTERTYPE with Equipment C-s.m.-2

TEXT and DISPLAY—3 Main Magazines, 3 Side Magazines

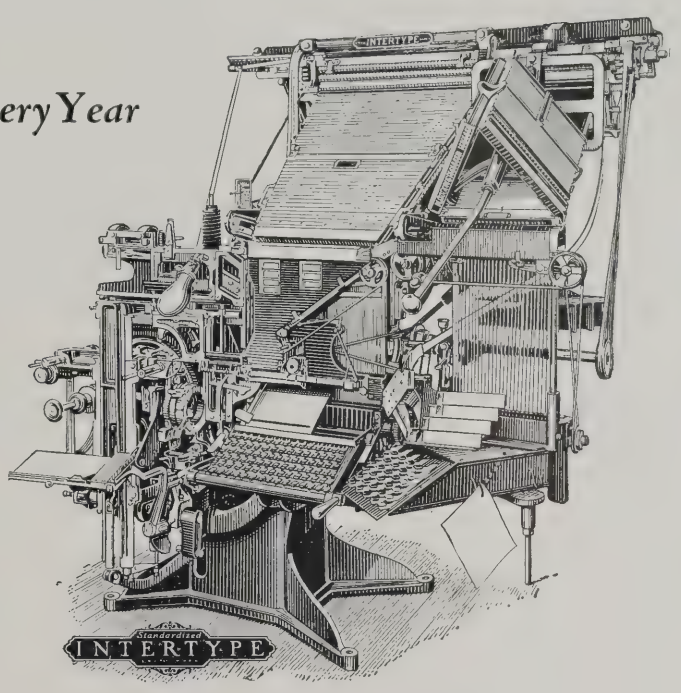
Without a Peer . . .

Saves Every Year

Use Intertypes for Book and Job Composition

Furnished in either 30 or 42 ems

The range of the C-s.m.-2 is from 5 to 60 point condensed and as many as 12 different faces can be run in the six magazines on the machine—without extra magazines.



Now that practically all the newer faces are cut in complete series for the Intertype, many book and job printers are finding greater economies in slug composition. Today the finest work is being printed direct from Intertype slugs. The resultant savings permit lower estimates and larger profits . . . Write for Intertype literature.

Visit the Intertype Exhibit at the Graphic Arts Exposition

Standardized
INTERTYPE
TRADE MARK

INTERTYPE CORPORATION: *New York* 1440 Broadway; *Chicago* 130 N. Franklin St.; *Memphis* McCall Bldg.; *San Francisco* 560 Howard St.; *Los Angeles* 1240 South Main St.; *Boston* 80 Federal St. . . . *London; Berlin*

SET IN CLOISTER AND CLOISTER BOLD, BORDER SLIDES 1797A S.N., 404

ROUND TABLE

attended conventions in Milwaukee, coming here from other, sometimes distant cities. Nearly 1,000 replies were used in making the estimate. The bureau estimates that convention guests left $6,250,000 in Milwaukee during 1926. Averages for miscellaneous retail stores, other than department stores, show an expenditure of $1.81 for each visitor, every day, as against the department store figure of $2.89. Hotels show $4.63, restaurants $3.82, theatres only 57 cents, other amusements $1.14, taxis 70 cents, auto supplies 63 cents and miscellaneous $1.86. Expenditures at wholesale and manufacturing houses here are shown as $3.84 per person, per convention day.

A QUARTETTE of HEARST PUBLISHERS in CONFERENCE

Left to Right—M. C. Meigs, Chicago Herald-Examiner; Herman Black, Chicago American; John H. Black, Milwaukee Wisconsin-News, and Harry M. Bittner, Detroit Times : : Pictured During a Recent Meeting in Milwaukee, one of the Regional Gatherings Held Frequently by Hearst Executives.

TUCKER USES A LIVE-WIRE STIMULATOR

E. F. Tucker, Iowa field manager, Denison, circularized his membership recently with questions for information to be used in the bulletins, including:

Seems Iowa newspapers have been reticent about sending in items about themselves and their business. Let's eliminate our bashfulness—fill this blank and shoot it right back to E. F. Tucker, Managing Director Iowa Press Association, Denison, Iowa, when it will be used in an early edition of your official publication—the Iowa Press Bulletin. Let's fill 'er full.

1. What idea did you put over recently that helped your advertiser reader, the community and your paper?
2. Have you been away recently?
   Where did you go?
   What did you go for?
   How long did you stay?
   Who went with you?
3. Contemplate any trips soon? Tell all about it.
4. Any of the newspaper fraternity visit you lately? Who and where from?
5. Put in any new equipment? Give details.
6. Made any changes in plant, staff, location, revamped equipment or otherwise?
7. Any new members to the family? Give facts.
8. Been sick, or members of family or staff?
9. Anyone married or going to be?
10. Deaths?
11. Special editions?
12. New news notions?
13. New ad money-bringers
14. Been elected to an office?
15. Oh, make it something and keep it up without me asking again.

Name of Paper ..... Name of Publisher .....
Town ..... Date .....

FIELD MANAGER FOR NEW ENGLAND STATES

Alter D. Allen, Brookline, Mass., president of the Massachusetts Press Association presided at a recent meeting of New England weeklies and dailies when initial steps were taken to form the New England Press Association with Mr. Allen as president, and to employ a field secretary. Gardner E. Campbell, Wakefield (Mass.) *Daily Item,* was elected secretary-treasurer. Regional vice-presidents are: New Hampshire, Francis Donovan, Hanover *Gazette;* Vermont, W. H. Gilpin, Barton *Monitor;* Maine, F. B. Nichols, Bath *Independent;* Connecticut, Gordon J. Gale, Danielson *Transcript;* Rhode Island, Royal Sawin, Warren *Gazette;* Massachusetts, Robert F. Osterhout, Hudson *News-Enterprise.* Success for the field manager plan is expected as every part of the territory can be reached within a few hours from Boston, the "hub".

WEEKLIES, IN SHADOW OF CITY, JOIN

The Publishers of Weeklies in the vicinity of Cincinnati, Ohio, have organized for the discussion and promotion of mutual interests. Their latest meeting was held in the plant of the Blade Publishing Co., Elmwood, where Peter Dirr, president of the company, entertained with a lunch. He has a large two-story building, well lighted, four Linotypes, Ludlows, Elrods, a complete stereotype plant, and a rotary press which will print and fold, country newspaper style, 36,000 an hour. The meeting was in charge of Webb Willbourne, president, and the chief topic of discussion was that of securing advertising of a non-competitive class from Cincinnati. The plan discussed was to get a high-type man to secure the advertising and have it set in one of the plants, making mats to be distributed to the newspapers. They can give the advertiser approximately 60,000 circulation at little more than half the cost of advertising in the city daily.—*Ohio Newspaper.*

IN CLOSE TOUCH WITH HIS MEMBERSHIP

Edwin A. Bemis, Colorado field manager, recently sent out a reply postal, with the following: "What are you doing? Where have you been? Where are you going to spend your vacation this year? What new ideas have you developed that would be of interest to the rest of the Colorado editors? Have you had any visitors? Has the baby been sick, or haven't you any,—and if not when; or what have you? The editors got a lot of kick out of the interesting news items which came in in response to the cards sent out last time. Please let us have a news item about yourself, your family or your employees. Thanks." The return section was ruled up for writing in replies to the foregoing, which are used in the bulletins of the organization.

THE motives that actuate businessmen to take membership in trade associations is indeed varied. Far too many join for what they can get, and never give a thought to the giving. Again, we find on deep analysis, some men join trade associations through false pride, holding the idea that their associates in the industry have more respect and higher esteem for those who hold membership in the trade association. Then too, we had a type, and it's hard to understand their position, who have the false impression that the organization will fight their personal battles for them. When they find out that the organization has no such power they resign and hold a grudge against it. Anyone of average intelligence can readily understand that the trade association cannot make it mandatory upon a member to sell his product at a certain price. One of the primary activities of such organizations is to acquaint the members with proper cost accounting methods and to impress upon them the fact that they are entitled to, and must get, a fair profit above costs, if their business is to be perpetuated. If a fellow member of your association is cutting costs and raising hob generally, and you want to quit the organization because of it, forget this smallish idea. Why blame the trade association?—*Flour & Feed,* Milwaukee, Wis.

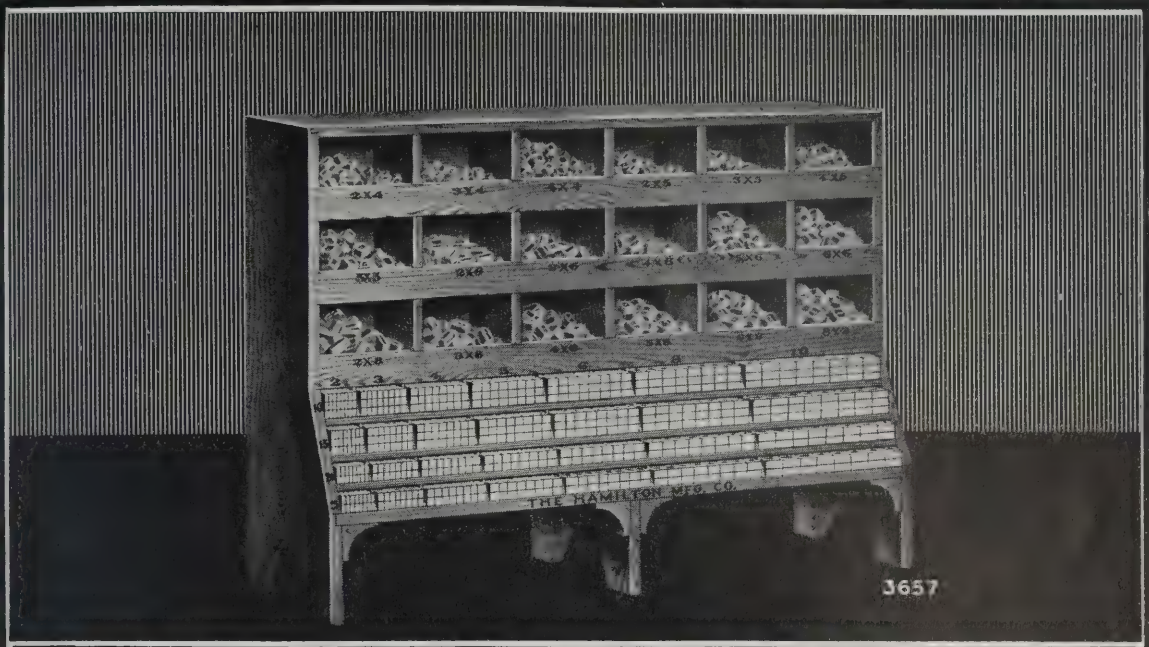
MANUFACTURERS : : SERVICES

EDWARD E. BARTLETT BACK FROM EUROPE

Edward E. Bartlett, president of the Bartlett Orr Press, New York City; director of Linotype Typography for the Americas, and chairman of the International Typographic Council, has returned to America from his latest typographic journey. While abroad Mr. Bartlett conferred with the four European members of the council, George W. Jones of London, Georges Draeger of Paris, D. Stempel of Frankfort, and Raffaello Bertieri of Milan. Harry L. Gage is the other American member. The International Typographic Council is a group of internationally known typographic experts engaged by the Mergenthaler Linotype Company to direct its typographic activities the world over, and to suggest to typefounders, printers and publishers everywhere the latest and most desirable trends in typography. While on the other side Mr. Bartlett investigated certain new type faces, and passed on certain new designs now being considered for introduction abroad and in the Americas. In September a meeting of the council will be held in New York City, with all six members present.

NEW MILLER HOME IN CHICAGO

The Miller Saw-Trimmer Company recently moved its Chicago offices from 524 South Clark street to Clinton and Monroe streets. The new space is almost double that formerly leased. The basement, 1900 square feet in area, is given over to the service and repair departments and the ground floor, 2200 square feet in area is being used for office space and a permanent machine display. Five windows, 8 by 12 feet, allow unusual display of equipment. Three of these



Hamilton Cabinet
For Iron Furniture

No. 3657

This cabinet is designed especially for holding one A-1 Font of Barnhart Brothers & Spindler Iron Furniture, a total of 1016 pieces. It serves to keep this material in good order and readily accessible. Each compartment plainly numbered, designating the width and length of the contents. The upper or bin section is for storing the smaller sizes. The lower section will contain the larger sizes.

Dimensions: Height, 38¼ in.; width, 54¼ in.; depth, 13 in.
Material: Ash, with antique gloss finish.

Capacity of Upper Section:	*Capacity of Lower Section:*
32 pieces each 4 x 2, 3, 4	24 pieces each 10 x 2, 3, 4, 5, 6, 8, 10
24 " " 5 x 2, 3, 4, 5	24 " " 15 x 2, 3, 4, 5, 6, 8, 10
24 " " 6 x 2, 3, 4, 5, 6	16 " " 20 x 2, 3, 4, 5, 6, 8, 10
24 " " 8 x 2, 3, 4, 5, 6, 8	16 " " 25 x 2, 3, 4, 5, 6, 8, 10

Manufactured by

Hamilton Manufacturing Company, *Two Rivers, Wis.*

Eastern Office and Warehouse: Rahway, New Jersey
For Sale by Leading Typefounders and Dealers Everywhere

EXHIBITOR
GRAPHIC ARTS EXPOSITION
New York *Sept. 5-17, 1927*

1927 Press Room Economies

BOOK-NEWS BLACK — Pronounced by many publishers as the best Book-News Ink they have ever used It's made to suit the requirements of smaller newspapers and it's SO GOOD you can use it on a better class of printing.

This ink is shipped in steel containers, eliminating waste and leakage and the unpleasant GOBS of ink on the press room floor. You execrate these unpleasant conditions. We remedy them for you.

DITTO HALFTONE BLACK—A superior black for coated papers. Prints clean; sets quickly; dries hard.

1927 RED—A brilliant Red with bronze overtone. Suitable for all commercial work.

BRONZE BLUE No. 1—With a strong reddish metallic over cast.

FINE JOB BLACK—Adaptable to all Gordon work.

28 lb. Book-News Black ..$	.18	$5.04
3 lb. Halftone Black	1.50	4.50
1 lb. 1927 Red	1.50	1.50
1 lb. Bronze Blue	1.50	1.50
1 lb Fine Job Black	1.00	1.00
		$13.54

This Shipment to you prepaid for $10.00.

It's an economical buy from the point of quality and price. Try it! If you aren't more than pleased after a try-out we'll gladly refund your money.

You may increase or diminish the four job inks to suit your requirements.

News inks must be shipped in advertised quantities.

◈◈

Dunham-Watson Co.

PRINTING INKS LITHO

638-44 SOUTH CLARK STREET

PHONE HARRISON 5859

Chicago

Branch Office:

MILWAUKEE, WIS.

Broadway 8576 368 Milwaukee St.

ROUND TABLE

windows face Monroe street and the two others overlook Clinton street. Arrangements are complete for a permanent display of the Miller Automatic Platen units, Miller Saw-Trimmers, Miller Master Speed Jobber, Miller High Speed Press and Miller Simplex press. William H. Parker is Chicago manager..

SAN FRANCISCO OFFICE OPENED

R. Hoe & Co., has taken space in the Sharon Bldg., San Francisco, at 55 Montgomery street, with Ernest G. Beveridge in charge. Fred Crowther, western representative for 30 years, headquarters at Los Angeles, is retiring after 42 years of Hoe service. The company announces that the Chicago *Daily News* has ordered 68 superspeed press units and 17 superspeed double folders for the new *Daily News* plant, Madison and Washington streets. Walter A. Strong, publisher, has asked that some of the old Hoe machinery of the *Daily News* be included in the first run of metal for the new presses.

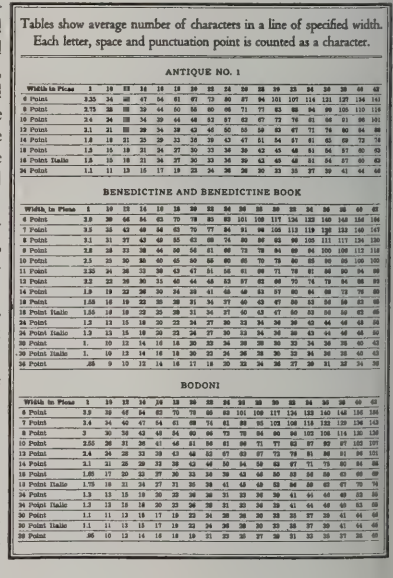
N. E. A. SPECIAL TRAIN HAS A PAPER

When the Special Train of the National Editorial Association left Omaha for the trip of ten days through the Black Hills, there was a Linotype in the baggage car—a Model 14. On that Linotype was produced the composition for the publication issued daily on the special train. A press in the baggage car took care of the printing. The Model 14 was equipped with a head dress of Linotype Bodoni Bold Condensed, Bodoni Bold, and Bodoni Bold Italic. Body matter was Ionic No. 5.

The editor-in-chief of the paper issued on the N. E. A. train was Will M. Maupin, conductor of the "Sunny Side Up" department of the Omaha (Neb.) *Daily Bee;* Richard Maupin was head machine operator, and B. F. Adams, Linotype representative, "general super". George R. Steele of the Duplex Printing Press Co., W. J. Ashley, Nebraska Linotype representative, and John E. Allen, editor of *Linotype News,* were other members of the staff. The composing machine was named "Betty" in honor of Miss Betty Hoard, Fort Atkinson (Wis.) *Union* and *Hoard's Dairyman.* There was a christening ceremony with a bottle of Missouri River water.

SIMPLE, ACCURATE METHOD OF COPY-FITTING

A Booklet of Copy-Fitting Tables just issued by the Mergenthaler Linotype Company provides an easy method of computing the space that will be occupied by a given manuscript in a given size and type. The method is based on the character count, which is easily determined for typewritten copy, since typewriters allow the same space, usually ten to the inch, for all characters and spaces. The Linotype tables, one of which is reproduced here in reduced size, give the number of characters in lines of from 10 to 42 picas, in all sizes, and for all of the most used type faces. To illustrate the use of these tables, suppose a manuscript of 10 pages, 25 lines to the page, the lines averaging 6½ inches, or 65 characters to the line. Then $65 \times 25 \times 10 = 16{,}250$ characters in the manuscript. If it is desired to set this in 12 point Benedictine, 16 picas wide, reference to the table shows that this will average 35 characters to the line; 16,250 divided by 35 gives 465—lines of type. Copies of the copy-fitting tables are sent free on request by any Linotype Agency.



Tables show average number of characters in a line of specified width. Each letter, space and punctuation point is counted as a character.

ANTIQUE NO. 1

Width in Picas	1	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42
6 Point	2.25	34	38	41	45	49	53	57	61	65	68	72	76	80	84	87	91	95	99	103	107	110	114	118	122	126	129	133	137	141	145	149	152	156
8 Point	2.75	28	31	33	36	39	42	44	47	50	53	55	58	61	64	66	69	72	75	77	80	83	86	88	91	94	97	99	102	105	108	110	113	116
10 Point	3.4	24	26	28	30	32	34	36	38	40	42	44	46	48	50	52	54	56	58	60	62	64	66	68	70	72	74	76	78	80	82	84	86	88
12 Point	3.1	21	23	25	27	29	31	33	34	36	38	40	42	44	46	48	50	52	53	55	57	59	61	63	65	67	69	71	73	75	76	78	80	82
14 Point	1.8	18	21	23	25	27	28	30	32	34	35	37	39	41	42	44	46	48	49	51	53	55	56	58	60	62	63	65	67	69	70	72	74	76
18 Point	1.5	15	16	18	20	21	23	24	26	27	29	30	32	33	35	36	38	39	41	42	44	45	47	48	50	51	53	54	56	57	59	60	62	63
18 Point Italic	1.5	15	16	18	20	21	23	24	26	27	29	30	32	33	35	36	38	39	41	42	44	45	47	48	50	51	53	54	56	57	59	60	62	63
24 Point	1.1	11	13	15	16	17	19	20	22	24	25	26	28	30	31	33	34	35	37	39	40	42	43	44	46	48	49	51	52	53	55	57	58	60

BENEDICTINE AND BENEDICTINE BOOK

Width, in Picas	5	10	13	14	15	18	20	22	24	26	28	30	32	34	36	38	40	42
6 Point	2.0	30	66	84	63	70	78	85	92	101	108	117	124	132	140	148	156	164
7 Point	2.5	35	42	49	56	63	70	77	84	91	98	105	113	119	126	133	140	147
8 Point	2.1	31	37	43	49	55	62	68	74	80	86	93	99	105	111	117	124	130
9 Point	1.8	28	33	38	44	50	56	61	66	72	78	84	89	94	100	106	112	117
10 Point	2.5	25	30	35	40	45	50	55	60	65	70	75	80	85	90	95	100	105
11 Point	2.25	24	28	33	38	43	47	51	56	61	66	71	76	81	86	90	94	99
12 Point	2.2	22	26	30	35	40	44	48	53	57	62	66	70	74	79	84	88	92
14 Point	1.9	19	22	26	30	34	38	41	45	49	53	57	60	64	68	72	76	80
18 Point	1.55	16	19	22	25	28	31	34	37	40	43	47	50	53	56	59	62	65
18 Point Italic	1.55	16	19	22	25	28	31	34	37	40	43	47	50	53	56	59	62	65
24 Point	1.2	13	15	18	20	22	24	27	30	32	34	36	38	40	42	44	46	48
24 Point Italic	1.2	13	15	18	20	22	24	27	30	32	34	36	38	40	42	44	46	48
30 Point	1.	10	12	14	16	18	20	22	24	26	28	30	32	34	36	38	40	42
30 Point Italic	1.	10	12	14	16	18	20	22	24	26	28	30	32	34	36	38	40	42
36 Point	.85	9	10	12	14	16	17	18	20	22	24	26	27	29	31	32	34	36

BODONI

Width in Picas	1	10	13	14	15	18	20	22	24	26	28	30	32	34	36	38	40	42
6 Point	2.9	30	66	84	63	70	78	85	92	101	108	117	124	132	140	148	156	164
7 Point	3.4	34	40	47	54	61	68	74	81	88	95	102	108	115	122	129	136	143
8 Point	3	30	36	42	48	54	60	66	72	78	84	90	96	102	108	114	120	126
10 Point	2.55	26	31	36	41	46	51	56	61	66	71	77	82	87	92	97	102	107
12 Point	2.4	24	28	33	38	43	48	52	57	62	67	72	76	81	86	91	96	101
14 Point	2.1	21	25	29	33	38	42	46	50	54	58	62	67	71	75	80	84	88
18 Point	1.65	17	20	23	27	30	33	36	39	43	46	50	53	56	59	63	66	69
18 Point Italic	1.75	18	21	24	27	31	35	38	41	45	49	53	56	60	63	67	70	74
24 Point	1.3	13	15	18	20	23	26	28	31	33	36	38	41	44	46	49	52	54
24 Point Italic	1.3	13	15	18	20	23	26	28	31	33	36	38	41	44	46	49	52	54
30 Point	1.1	11	13	15	17	19	22	24	26	28	30	33	35	37	39	41	44	46
30 Point Italic	1.1	11	13	15	17	19	22	24	26	28	30	33	35	37	39	41	44	46
36 Point	.95	10	12	14	16	18	19	21	23	25	27	29	31	33	35	37	38	40

COPY-FITTING TABLE

WESTVACO INSPIRATIONS for PRINTERS

Number Twenty-Six shows especially striking examples, with explanations in the customary brief and effective form, of "Varying the Color Technique", "Colorful Appeals to the Appetite", "Humanizing the Product", "Printability of Illustrations", and "Contrasting Layouts of Simplicity and Detail." Among the Westvaco papers used in this number are Velvo-Enamel, 25x38-100; Clear Spring Super, white, 25x38-80, and Clear Spring English Finish, India, 25x38-60.

ROUND TABLE

MELBERT B. CARY HAS MADE ANNOUNCEMENT

THAT NEW TYPE Series are now in work to be shown for the first time at the Graphic Arts Exposition in September, in behalf of the Continental Type Founders Association, and the work of F. W. Goudy, who was recently elected vice-president of that company. Mr. Cary, president, is leaving on a trip to Pacific Coast Distributors, and will make several addresses *en route*.

NEW TYPEWRITER CATALOG; Smith, Corona

THIRTY-FOUR UNUSUAL illustrations, with briefed texts, done in handy form, red and black, are features of the new L. C. Smith & Corona Typewriters, Inc., publication. It is a good example for printers of a handy mailing piece and sales help.

ADVERTISING : : : : : PLANS

NATIONAL ADVERTISER & COUNTRY PAPERS

GEORGE W. CUSHING, American Press Association, at the N. E. A. Omaha annual: "Mr. National Advertiser wants to know the number of families it is possible to reach; the purchasing power of those families; and particularly in a small newspaper, the percentage of town and rural circulation. He wants to know something about the editorial contents of that paper, the buying habits, and ability of the people who read it to purchase the article he has to sell. He wants to know the type of advertising you have been carrying, and the volume *over a period of years*. It's the average that counts. He wants to know something, too, about your circulation. There is too prevalent a belief today among space buyers that the printed circulation of country newspapers is not always the true circulation. The advertiser must depend upon the honesty and the integrity of the country publisher, to give him the true facts about his circulation. There is no audit bureau. I hope the day is not far distant when we may have a standard form of auditing circulations. The National Editorial Association has done much to stabilize rates—to suggest a uniform rate. But that isn't always possible. Conditions are different—costs vary. The advertiser recognizes this. He does want to be sure, however, that the rate is a fair rate—that it is worth all that he pays for it, and that he isn't paying any more than someone else for the same circulation. These things the agency space buyer deals with daily in his consideration of other types of publications. He can study them more easily, because there aren't so many. He thinks of 10,000 weekly newspapers as a hopeless task. The job then is to give these advertisers facts about the small town newspaper and market."

ANOTHER STUDY OF NEWSPAPER RATES

NEWSPAPER ADVERTISING: "Another study of minimum retail rates secured by newspapers of various sizes, completed recently by a large newspaper, provides data of interest to newspaper advertising managers and publishers. The average minimum retail rates, expressed on the miline basis, were as follows:

Circulation less than 50,000	$3.669
Circulation 50,000 to 100,000	1.511
Circulation 100,000 to 150,000	1.421
Circulation over 150,000	1.029

BEST DAYS TO ADVERTISE IN NEWSPAPERS

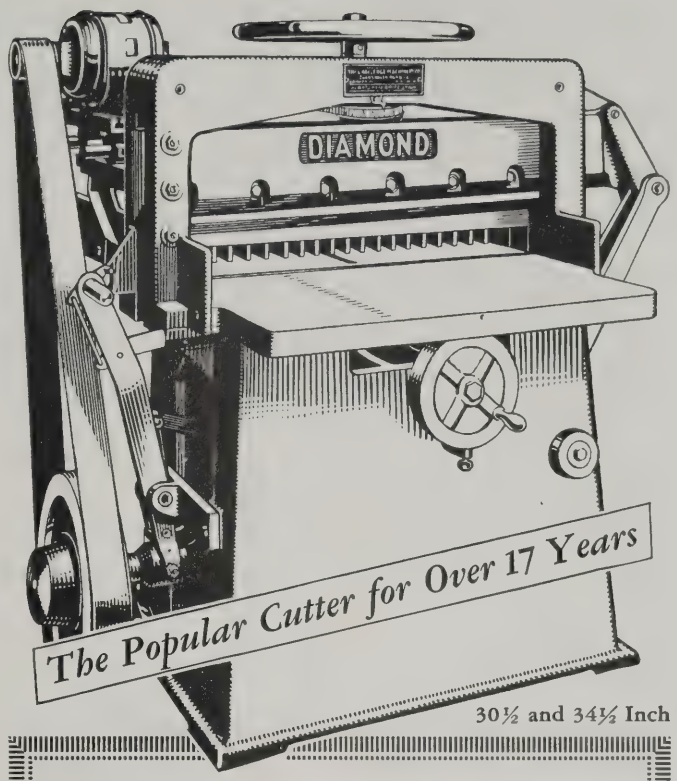
UNITED BUSINESS SERVICE recently reprinted the results of a survey covering the best day in the week to advertise individual products. The source of the information, the method of the investigation and the extent of the survey were not mentioned. The conclusions were, however, as follows:

Monday—Hats, shoes, luggage.
Tuesday—Haberdashery, luggage, quality appeal merchandise.
Wednesday—Haberdashery, men's hosiery, underwear.
Thursday—Articles that appeal to boys, merchandise attracting rural buyers, sporting goods.
Friday—Goods sold on price appeal, sporting goods.
Saturday—Shoes, hats, and additional price appeal merchandise.
Sunday—Various articles purchased by women.

Presumably the survey refers essentially to retail advertising rather than to national advertising.

HEADS MONTGOMERY-WARD ADVERTISING

G. E. CRANDELL has been appointed vice-president in charge of sales and advertising of Montgomery Ward & Company, Chicago. Mr. Crandell joined the mail order firm in 1921 to assume charge of the catalog production department and, in 1924, became vice-president in charge of catalog production. Arthur C. Perry, who has been with the company for the last two years as creative assistant to Mr. Crandell in his catalog work, has taken over its management.



30½ and 34½ Inch

DIAMOND
Power Cutters

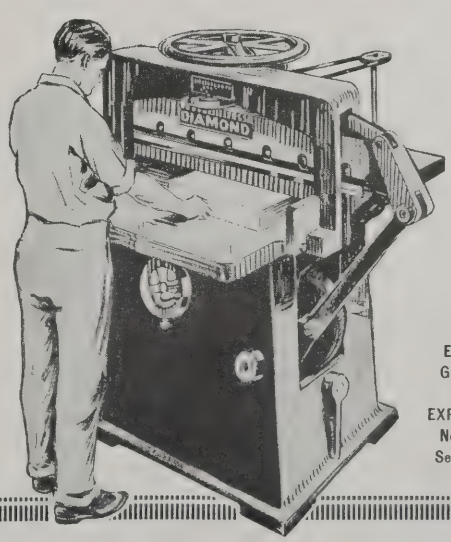
are decidedly profitable cutters, for they will speed up production, prevent stock wastage and bring cutting costs down to the minimum. They will always be ready to turn out the very highest quality work at a substantial profit.

You see Diamonds everywhere, in the best printing plants, binderies and box factories.

Ask Us or Any Dealer to Send You Literature

The Challenge Machinery Co.

Chicago Grand Haven, Mich. New York



Exhibitor
GRAPHIC
ARTS
EXPOSITION
New York
Sept. 5-17

ROUND TABLE

JASON ROGERS NOW IN KANSAS CITY

Jason Rogers, former New York *Globe* publisher, author of several books on newspaper making with particular reference to the advertising and business ends, lecturer and publisher of the *Advertisers' Weekly,* has been appointed general manager of the Kansas City (Mo.) *Journal & Post.*

PERCENTAGE OF NEWS vs. ADVERTISING

Don Bridge, editor of A. N. A. E. Bulletin: "A number of capable advertising men are concerned because many newspapers of today run 65 per cent advertising and 35 per cent reading matter while 'in the old days' the newspaper was 30 per cent advertising and 70 per cent reading matter. There may be truth in the contention that the future will bring much higher rates and correspondingly smaller space. It may even be true that occasional individual issues of some newspapers are packed too tight. Nevertheless, the present situation is not as serious as it is sometimes thought. Advertising is news and much of it holds reader interest that rivals the news columns themselves. This degree of reader interest did not exist back in the days when only 30 per cent of the newspaper was advertising. It is also true that the amount of news matter carried by newspapers actually has increased although the percentage division between advertising and news has changed materially. If a 48 page paper of today contains 35 per cent reading matter it gives the reader about 17 pages of news. The old 20 page issue containing 70 per cent of reading matter, provided the subscriber with 14 pages of news. Not only is the news content larger in quantity but the modern news-gathering organizations and the invention of more rapid means of transmission, give the reader far more in quality of news."

SOMETHING FOR THE COMMUNITY PUBLISHER

Florida Newspaper News, John C. Lochner: "There is more advertising to be secured in the home town and the home county in one month of aggressive, straightforward soliciting than can be secured in a year from the foreign field, says Louis Zimmerman in the Wisconsin Press Association *Howler.* If any publisher questions the foregoing, let him make a list of twenty non-advertisers in his own territory and then call on every single prospect of the twenty listed. By the time the publisher gets to the end of this list of calls, he will have discovered something greatly to his advantage in the matter of building up advertising patronage. The home field will yield returns far beyond the greatest expectations if publishers will go out and get it. It is there to be gotten; plenty of it."

COMMUNITY : : : BUILDING

PUBLISHERS; COMMUNITIES; PUBLIC SPIRIT

Ole Buck, Nebraska Field Manager, in state association bulletin: "How much of his space should he give for public welfare? In other words, where is the dividing line between free publicity and paid space?

"The woman's clubs sponsor a better homes movement. We all favor better homes, we want Nebraska women to have the best there is. This movement means profit for plumbers, painters, and many others.

"The state good roads association wants more good roads. So do we. But more good roads means profit for road contractors, and manufacturers of and dealers in road materials.

"The state agricultural department wants to control hog cholera. We recognize the importance of this job and want to see it done. But it means profit for the serum folks and venterinarians.

"The state agricultural college wants farmers to have more thorobred stock so they can make greater profits. So do we. But it means more profits for breeders of such stock.

"And so we might go on down a long list. All of these activities want newspaper support. We editors are public spirited and want to help bring about anything that is for general benefit. We know that as our towns, our neighborhoods, our state, become more prosperous, we will also prosper.

"But how far should we go? With the exception of a comparatively small number of public spirited citizens, few have much to do with such enterprises except those who profit from them. Is it fair to expect one of the leading industries to make such substantial donations of its leading product?

"Probably the answer is that we should continue to boost such things in a general way, and then get our financial reward out of general benefits, and out of plumbers, breeders, and others whom we can induce to help forward these movements by means of paid advertising. Running a newspaper is not the easy business that the uninitiated might think."

MAKE PAPER PULL LOCALLY : : : THEN SEEK the NATIONAL FIELD

CHARLES L. VAUGHAN
Oakville (Wash.) Cruiser

— From the "Washington Newspaper" —

THE strongest argument with the national advertiser, as well as with those just outside our local teritory, is creditable local advertising support, which is already based on coverage and the general appeal of the paper to its readers. The paper that does not produce business for its local advertisers cannot reasonably hope to attract business for the foreign advertiser, and national agencies know this all too well.

ADVERTISING received through the mail, with copy well prepared, or in mat form, is decidedly desirable. It is as velvet to the publisher, but it will come only infrequently unless there is a sound economic value in the way it is handled by the publisher. This will be reflected in the returns to the advertiser.

AS AN IDEAL, the publisher should have such a line of local advertising support he could make the national advertiser pay a premium to break into his field. This can and ought to be done. It is the only logical solution to national advertising problems, which is a local advertising one.

MAKING CONTEST VICTORIES USEFUL

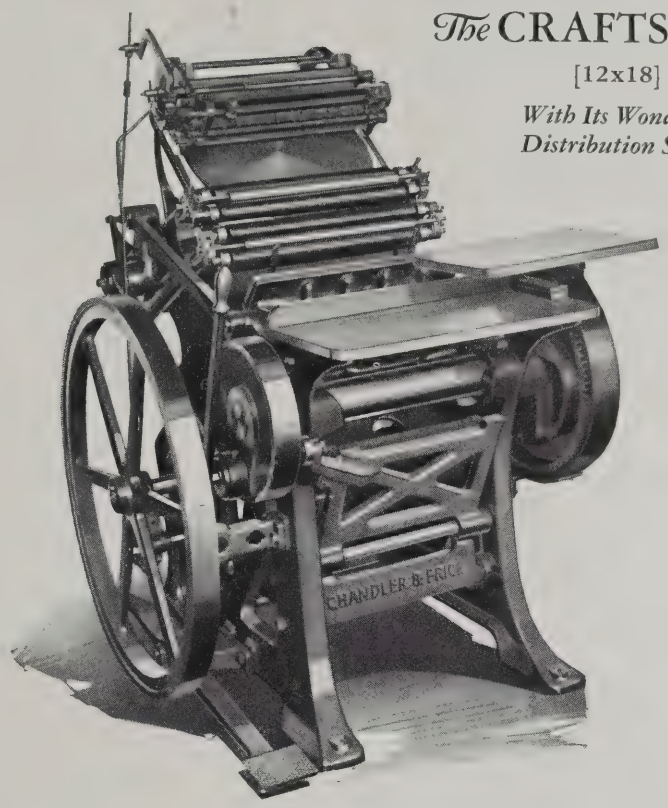
Marcy B. Darnall, Florence (Ala.) *Herald,* is quick on the trigger to take advantage of proper opportunities to tell his communities about the paper in striking ways. The other day a large first page box announced the winning by the *Herald* of the second award in the Community Service contest at the 1927 N. E. A. convention in Omaha. It was the second consecutive winning of the same place. The announcement continued: "This is the third national contest honor won by the *Herald.* In 1923, it won first place as 'the best weekly newspaper' in a contest held in Chicago by the International Editorial Association, open to members in the United States and Canada, in which more than 100 newspapers were entered. Last year it received second award for 'greatest community service' at the National Editorial Association convention at Los Angeles, and the same award for 1927 at the Omaha convention. Of course, we are pleased to have been able to win these awards, not only for the *Herald,* but for Florence. Whatever credit is due for winning them belongs, not only to the editor, but to each and every member of the *Herald's* organization. No newspaper, large or small, ever had a more loyal body of workers, and their faithful efforts are largely responsible for whatever success it may have attained."

MARCY B. DARNALL

The CRAFTSMAN

[12x18]

With Its Wonderful Distribution System



CHANDLER & PRICE PRINTING PRESSES

FOUR SIZES—8x12—10x15—12x18—14½x22

We carry all sizes of Chandler & Price Presses in stock at our Selling Houses for prompt delivery. When in the market for a new C. & P. Press, *write, telephone or wire your requirements,* including motor equipment, *to the nearest Selling House of the*

AMERICAN TYPE FOUNDERS COMPANY

Selling Houses located in the following cities:

Boston				Denver
New York	Buffalo	Atlanta	Milwaukee	Portland, Ore.
Philadelphia	Pittsburgh	Chicago	Minneapolis	San Francisco
Richmond	Cleveland	Detroit	Kansas City	Spokane
Baltimore	Cincinnati	St. Louis	Des Moines	Los Angeles

EXHIBITOR
GRAPHIC ARTS EXPOSITION
New York *Sept. 5-17, 1927*

SET IN MEMBERS OF THE GARAMOND FAMILY TEAGUE BORDERS

Announcement to Graphic Arts Exposition Exhibitors

INSURING Maximum interest in your exhibit at the Graphic Arts Exposition, September 5-17, Grand Central Palace, New York, means placing your message before not only this or that branch of the printing industry, but before *every* branch.

Reach Your Market Thru the "NPJ"

The NATIONAL PRINTER-JOURNALIST specifically reaches over 12,688 combination newspaper-job printing plants doing an annual job printing business of 75 to 100 millions. It is a field not being covered by any other printing trade paper.

Publishers and proprietors of these combination newspaper-job printing plants are more progressive than the average. They constantly evidence keen interest in association work and expositions, as you know.

The August issue of the NATIONAL PRINTER-JOURNALIST will be distributed about August 15, two weeks before the Exposition. It will be a distinct Graphic Arts Edition.

Advance publicity to our readers will insure your advertising maximum reader interest. Reserve your space immediately so as to be sure of a good position.

National Printer-Journalist

Home Office: 129 E. Michigan St., Milwaukee, Wis.

New York Office: 299 Madison Ave.

Chicago Office: 742 Webster Bldg.

ROUND TABLE

COFFEE AND WAFERS FREE TO COMMUNITY

MRS. HARRY SATERBO, Canton (S. D.) *Sioux Valley News:* "Realizing that it takes something unusual to get people into a newspaper office, we advertised that we would serve coffee and wafers free on Saturday afternoons. We had an extra good cook make the coffee and serve it. A $1 subscription rate for old and new subscribers was set for those who paid in advance, but those in arrears paid for their back subscription at the regular rate. A series of advertisements was run in the paper together with a front page write-up each week concerning this feature and the number of new subscribers that had been gained. A goal of 1,000 new subscribers was set. Papers were delivered to every home in town during the campaign, regardless of whether they were subscribers or not. On each Saturday afternoon from 300 to 500 persons were served with a good cup of coffee in the *News* office. The result was that 387 new subscribers were added to the list and a total of $760.44 was collected on account."

THIS PAPER WELCOMES RETIRED FARMERS

CHARLES LOWATER'S Spring Valley (Wis.) *Sun,* in a recent editorial: "Business men of some small towns say they are afraid to have people from the country move into their villages, believing that most retired farmers are constitutionally opposed to progress or improvement in any way, if such progress costs anything. Spring Valley has been lucky—or it may be that there is nothing in the above idea; at least, most of the farmers who have located here in Spring Valley to spend the afternoon of their lives are active, wide awake and liberal. In fact, the farm business man who gains a competence and moves to town is generally well informed, shrewd and broadminded, a welcome addition to any village's population; his children are generally well educated and doing well; his wife is a good worker in the Aid and the Lodge. She will probably like town life better than her husband, because (unless he enjoys playing euchre) there is little to pass away his time in the small village."

SELLING : : : JOB WORK

ACKNOWLEDGMENTS DOUBLY USEFUL

TRI-AD IDEAS: "A Kansas printer in acknowledging orders uses a post card neatly printed in this courteously worded form:

We thank you very much for this order, which we trust will be satisfactory and lead to others.

"The idea isn't new, but many business men have overlooked it. In the bigger establishments where a large number of orders may be received daily, printed acknowledgments save a lot of valuable time in writing letters." : : :

"Your ADVERTISING BLOTTERS may do double service if they follow out the idea exemplified in a blotter which reached *Tri-Ad* the other day.

"Its unusual length first drew our attention. Of regulation width, its length extended 2½ inches beyond the ordinary size. It was perforated where this extension began, the smaller portion being intended to be torn off and used for vest pocket or check-book blotter purposes, a mighty convenient thing also to slip into one's notebook. The main blotter, of course, is intended for desk use. Both larger and smaller sections bore advertising matter.

"Try out the idea in your own advertising. Then sell it to a customer while it is fresh."

GUMMED PAPER FOR WINDOW POSTERS

PRINTING REVIEW of Canada: "A printing concern recently received a big order for window posters, two colors, each poster with gummed end to be attached to the inner side of windows. These posters were for an advertising drive. Owing to limited time allowed for delivery, the printers found it impossible to have the ends of the sheets gummed. The printers suggested the use of regular gummed paper instead, explaining that the gummed paper would readily adhere to window glass when moistened. The buyer agreed to this suggestion.

"So the printed matter was applied to the gummed side of standard quality gummed paper, six of the poster-forms being run together on a cylinder press, and full-size sheets of the gummed paper being utilized. While the subject was done in two colors—red and green—it did not require close register, and there remained margins of generous proportions to provide for the sticking ends of the posters. The gummed surface of the paper made the printed matter appear bright and glossy, and the background looked as though it had been varnished.

"The gummed paper posters were distributed to homes, stores, business offices, factories, etc. By moistening the face of a poster at the top (or at the bottom or sides) it could easily be stuck to the

HAND-FINISHING...*a Linotype feature*

The hand-work that goes into a Linotype magazine is mostly on the inside where it doesn't show. You can't see it by looking but you can see the result in the way matrices run in and out. A little extra time spent in making them right saves a lot of time in your plant later on.

MERGENTHALER LINOTYPE COMPANY

CHICAGO SAN FRANCISCO *BROOKLYN, NEW YORK* CANADIAN LINOTYPE LIMITED
NEW ORLEANS REPRESENTATIVES IN THE PRINCIPAL CITIES OF THE WORLD TORONTO, CAN.

Linotyped in the Garamond Series

522.27.4-A

Show This Advertisement to Your Composing Room Foreman

ROCKAWAY

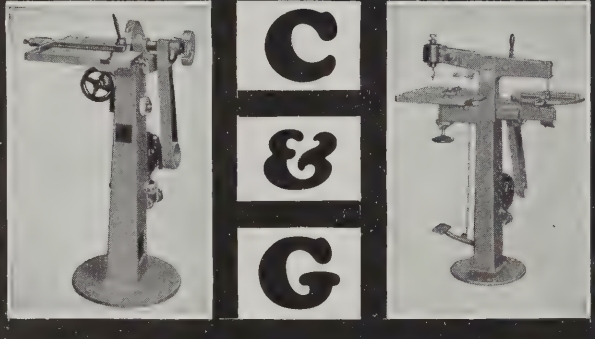
Automatic Space Band Cleaner

Cleans and assembles thirty space bands in approximately one minute under uniform pressure, applying graphite in just the right quantity. Keeps the sleeves true and produces better slugs. No more crushed matrices.

Machine Sent on Ten Day's Trial

The Rockaway Co.

3508 Wisconsin Avenue Milwaukee, Wisconsin



C & G Trimmiter

C & G Router, Jig-Saw & Type-High

YOUR COSTS have two main sources—labor and the tools with which it works. Labor is more productive with the C & G precision tools that *all users* say are better than others—safer, easier to operate, faster—cost less.

Let us prove this

Cheshire & Greenfield Mfg. Co.

182-184 E. Clybourn St., Milwaukee, Wis.

ROUND TABLE

inner side of a window pane, permitting the public to read the message."
—*Bert Dallas.*

SELLING PRINTING, in General, TO PUBLIC

MORE AND MORE printers are advertising their services. Few direct any amount of their promotion work to the advancement of the printing industry in general. It can be done in a way that gets results for the printer who does this "industry advertising." The Fowle Printing Co., Milwaukee, Wis., A. Fowle, Jr., general manager, is running a series the content of which is indicated by one of the headings: "*Printing as a Business*". Let's read the text of this ad (under which is the signature, telephone, street and number, and city and state) Only the head and signature are "displayed". Text is 8 point on 11 picas, for a 13 pica box:

PRIOR to 1480, the individual printer did for himself, practically all work connected with his art. He fashioned and cast his own type, made his own ink (which was one of the most important secrets of the trade) and even built his own press. The year 1480, however, marked the change. Specialization began and organized industries were developed.

A certain Adolph Rusch of Strassburg was a leader in this tendency. He developed a thriving trade in supplying paper for other printers. Craftsmen in the Rhine Valley began to specialize as type founders; this led to standardization and uniformity in types.

Anton Koberger of Nuremberg became the first wholesale printer or publisher on a large scale. During the preceding twenty-five years the printer was ordinarily a retailer, having a bookstore in the front of his house or shop. There he sold the works he printed as well as others which he secured by exchanging his productions for those from the presses of rival printers living in the same or nearby towns. Steady improvement in transportation facilities resulted in the enlarging of the bookseller's stock. He was able to add more and more books made by printers living at a great distance from his shop.

Kroberger's most important individual work was the Nuremberg Chronicle which was a most pretentious history of the world, illustrated with hundreds of well executed wood cuts.

Mr. Fowle runs the series in a high-grade athletic club magazine in his city, for which he is the printer. Milwaukee has about 600,000 population. Mr. Fowle expresses himself as well satisfied with the series, one of the most interesting of the kind this writer has seen.

MANAGEMENT : : ACCOUNTING

LOSSES, AND THE INCOME TAX

INLAND DAILIES Bulletin, Wil V. Tufford: "On page 75 of the March Bulletin there was published a statement, to the S. N. P. A. by accountants, to the effect that a net loss in 1923 could be deducted from the profits of 1924, 1925 and 1926, for tax purposes. Some inquiry was raised by Inland members about this. The question was referred to Arnold L. Guesmer, Minneapolis, the lawyer member of the Inland Federal Tax Committee. He writes as of March 14, 1927:

The statute says: Net loss of one year may be deducted from the income of the next year; if that loss exceeds that income, the remainder of that loss may be deducted from the income of the next succeeding year; but that right to deduct is confined to those two years.

The point is not new. The 1921 and 1924 Revenue Acts so provided as also does the 1926 Act. The pertinent provisions appearing in the 1926 Act are:

"(b) If, for any taxable year, it appears upon the production of evidence satisfactory to the Commissioner that any taxpayer has sustained a net loss, the amount thereof shall be allowed as a deduction in computing the net income of the taxpayer for the succeeding taxable year (hereinafter in this section called 'second year'), and if such net loss is in excess of such net income (computed without such deduction), the amount of such excess shall be allowed as a deduction in computing the net income for the next succeeding taxable year (hereinafter in this section called 'third year'); the deduction in all cases to be made under regulations prescribed by the Commissioner with the approval of the Secretary."

"(e) If for the taxable year 1923 a taxpayer sustained a net loss within the provisions of the Revenue Act of 1921, or if for the taxable year 1924 a taxpayer sustained a net loss within the provisions of the Revenue Act of 1924, the amount of such net loss shall be allowed as a deduction in computing net income for the two succeeding taxable years to the same extent and in the same manner as a net loss sustained for one taxable year is, under this Act, allowed as a deduction for the two succeeding taxable years."

Section 206 (b) and (e), 1926 Revenue Act.

It will be observed that the statute does not say that a loss of 1923 can be deducted from 1926 income or that a 1924 loss can be deducted from 1927 income. The taxpayer is confined to the deduction as specified by the statute. It says the two succeeding years.

1923 loss deductible from 1924 and 1925 income.
1924 loss deductible from 1925 and 1926 income.

FINDING COSTS for COMMUNITY PAPERS

PAUL R. GODDARD, Washington (Ill.) *Tazewell County Reporter*, in N. E. A. bulletin: "A simple system on figuring costs on job printing has been suggested to the writer. Keep time on the help employed on the job. The hour wage paid each employee on the job should be multiplied by three and this will cover overhead and maintenance cost and some profit. To this add the price of the stock and 25 per cent for profit on stock. To this whole amount add 10 per cent for profit on the completed work and the job department will be maintained at a reasonable profit in comparison with other lines of business.

Miller Saw-Trimmers

Standard Equipment In Modern Newspaper Plants

A Few Recent Purchasers:

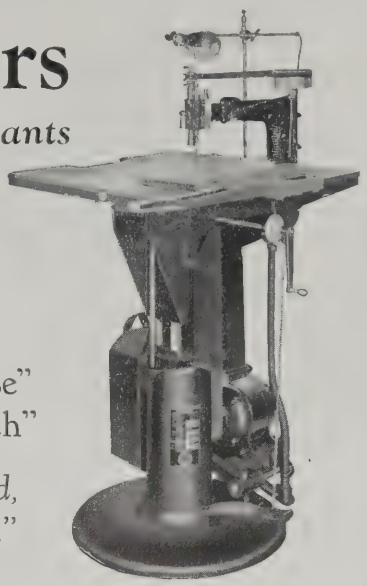
PRESCOTT PUBLISHING CO., Quincy, Mass.
DAILY PUBLISHING CO., Sunbury, Pa.
DAILY LEGAL NEWS, Cleveland, Ohio.
HOLLEY LEAVES, Hollywood, Calif.
HERALD PUBLISHING CO., Mt. Vernon, Va.
ENQUIRER-NEWS CO., Battle Creek, Mich.
BIRMINGHAM NEWS CO., Birmingham, Ala.
POST-ADVOCATE, Alhambra, Calif.
GAZETTE, Haverhill, Mass.
UNION GOSPEL PRESS, Cleveland, Ohio.
ADIRONDACK ENTERPRISE, Saranac Lake, N. Y.
KENTUCKY KERNEL, Lexington, Ky.
INDEPENDENT, Waterbury, Colo.
TIMES, Hartford, Conn.
REPORTER, Spencer, W. Va.
SUN, Amarillo, Texas.
INDEPENDENT, Monessen, Pa.
INDEPENDENT, Redding, Calif.
SUN, Pittsfield, Mass.
EAGLE PRESS, Claremont, N. H.
ARROW PRESS, Salt Lake City, Utah.
REVIEW PRINTING CO., Edinburg, Tex.
MCGRAW-HILL PUBLISHING CO., N. Y.
COMMERCIAL TRIBUNE, Cincinnati, Ohio.
TRIBUNE, Winside, Nebr.

"If it's not a Miller,
I'ts not a Saw-Trimmer"

The Miller "Heavy-Duty"
The Miller "Universal"
The Miller "Special-Purpose"
The Miller "Printer's Bench"

A "Miller" for Every Need,
A Need for Every "Miller."

Write for the Miller Saw-Trimmer Catalog
Mailed postpaid on request.



Miller Heavy-Duty
Saw-Trimmer with Router
and Jig Saw Attachment

Miller Saw-Trimmer Company

PITTSBURGH, U. S. A.

Atlanta Boston Chicago Dallas Detroit Los Angeles
Minneapolis New York Philadelphia San Francisco
MILLER & RICHARD, Toronto, Winnipeg, Vancouver

RULES CUT AND MITERED ON A MILLER SAW-TRIMMER

Goes again leads the way—

Announces new line of Certificates of Award

(0545)

GET A SET OF SAMPLES

THE SAMPLES GET THE ORDERS

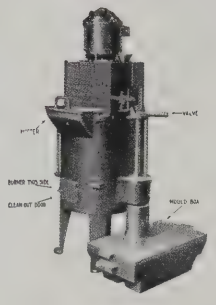
Few incentives can spur a child to greater effort than the desire to earn a *Certificate of Award.* All children, including yours, strive earnestly to win one. Such effort develops character and ability in the younger generation.

The new *Certificate of Award* Line, just published by Goes, sets a new high mark of excellence, both for its inspirational values and artistic perfection. Based on the world old principle of idea suggestion, it expresses that principle in terms of the modern age. Beauty of color and form, in flowers, birds, and symbolic designs, is wrought in richly blended tones by the well known Goes Direct Process of Offset Lithography. The complete series embraces five new designs in addition to the standard Goes line.

Talk to your school teachers—superintendent—school board members. You'll find a ready acceptance of your proposal that they adopt these *modern* Certificates of Award. There's a nice printing job in it for you. Perhaps not a very large job to begin with, but a steady repeater you'll be proud to have and one that you can make a substantial profit on.

Send for a sample outfit
(P.S. We'll always help you with "copy")

Goes Lithographing Company, 41 W. 61st St., Chicago



THE MONARCH METAL RENOVATOR

—is used in stereotyping departments for the direct reclaiming of new metal from dross.

It occupies but two and one-half feet of space and is placed preferably near the larger stereotype pots from which the dross is skimmed. The dross can be immediately thrown into the Renovator, thus eliminating storage of same in cans and the packing for shipment to the smelter.

The Monarch Metal Renovator will reclaim 85% new metal from your dross thereby effecting a substantial saving and maintaining the quality of your metal.

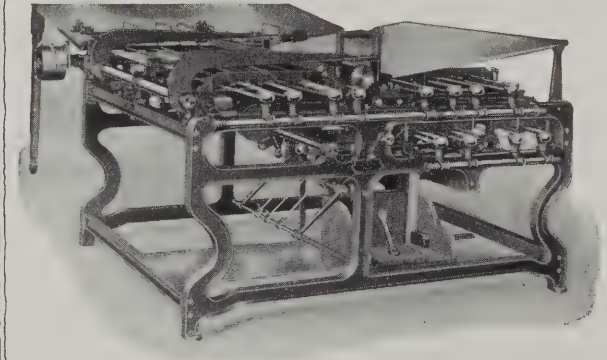
Write for Particulars

The Monarch Engineering & Mfg. Co.
1206 American Bldg. - - Baltimore, Md., U. S. A.
WORKS, CURTIS BAY, MD.

Real Folding Machine Service at Minimum Cost

with

THE MENTGES FOLDER



The MENTGES No. 2 NEWSPAPER and PERIODICAL FOLDER is dependable, easy to adjust and operate and will handle your newspaper in an efficient and accurate manner.

Write for our Catalog Today.

The MENTGES FOLDER CO.
SIDNEY, OHIO
"Builders of Profitable Folding Machinery"

ROUND TABLE

"J. W. Whitney, publisher Marshall, (Minn.) *News-Messenger*, submits the following hour costs for his plant:

Hour cost of typesetting machine	$ 2.00
Hour cost for handset type	1.90
Hour cost for make-up	2.00
Hour cost for proof reading	1.50
Hour cost for press work and folding	$2.00 and $1.00
Hour cost for mailing	1.00
Fair cost for setting 8 point type per 1000 ems on typesetting machine	.75

"Mr. Whitney adds that 25 per cent should be added to the above for overhead and profit to make newspaper production profitable."

Taking figures submitted (through a questionnaire sent by Mr. Goddard) and by an estimate made several years ago by the Franklin Price List we compile this table on "Hour Costs":

	Will'ms'n	N. E. A. Advt. Com.	Franklin Price List
Machine composition	$2.50	$2.50	$4.00
Hand composition	2.00	2.50	3.50
Make Up	2.00	2.50	3.50
Proof reading	1.00		
Presswork	2.50	3.00	4.20
Folding	1.00	1.00	1.10
Mailing	1.00	1.00	1.10
8 Pt. type per 1000	1.00		

"While the writer of this article was desirous of securing a fair hour-cost for getting out a country paper as well as the cost per inch and per 1000 ems we believe the information will be valuable to a good many other publishers. If a good standard hour-cost on printing a paper can be established it would give the average publisher an easy way to figure up a fair cost for getting out his own paper. If he finds on keeping track of the employee's time on his own paper that he is not getting enough profit from his advertising and subscriptions then he will be more inclined to maintain equitable rates and not cut prices. He can also keep more accurate costs in his own plant and find if his hour-costs are on a basis with the fair average cost hour of other plants."

CO-INSURANCE CLAUSES and PRINTERS

Cleveland U. T. A.: "Most insurance policies carry an 80 per cent co-insurance clause. The reading of this clause may vary somewhat in different policies but in principle it is the same. The insured is obligated by this clause to carry insurance to the amount of 80 per cent of the *SOUND VALUE* of the property insured as shown by a competent appraisal. (Nothing is said about an appraisal, to be sure, but a competent appraisal is about the only way of proving adequate insurance.) This is the way it works, if you are under-insured: Suppose the sound value of property insured is $50,000. The 80 per cent clause requires you to carry $40,000 insurance. Suppose, again, you are insured for only $30,000 and you have a fire loss amounting to $20,000. Here's what happens. You don't get the $20,000 which seems to be covered by your $30,000 insurance. You get only 75 per cent of the $20,000 and must pocket the balance of the loss yourself—because you were under-insured. You collect only that percentage of your loss which the amount of the insurance carried bears to the amount of insurance you should have carried—in this case, the ratio of $30,000 to $40,000—75 per cent. Watch your insurance. Keep your appraisals up to date or have a competent appraisal made. It's the only safe way."

CIRCULATION : : : METHODS

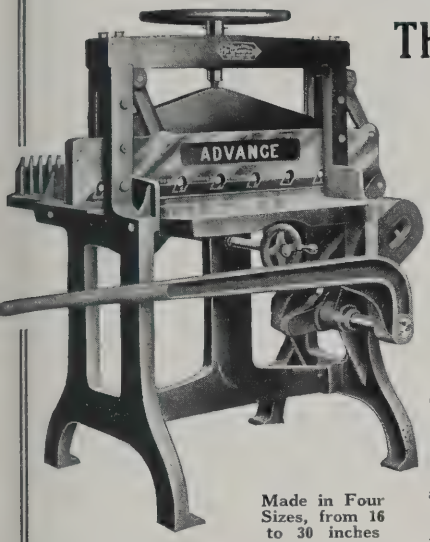
RATIO OF READERS TO SUBSCRIBERS

When You Are Dealing with subscribers or advertisers, how many *readers* can you show, as compared to number of *subscribers?* The magazines claim all the way from 3 up, per copy. Wil V. Tufford, Inland Dailies' secretary, dug up the following: "The manager of regional association gives the accepted ratio of readers to subscribers, as four to five. The secretary of a state press association, who is also an instructor in a school of journalism, says that when families were larger that each subscriber was rated as having 5 readers, while today the ratio has dropped to 4 and 3½. Papers are instructed in his association that three is a better number, as it puts more vim in building circulation. The secretary of another association says most newspapers figure 4 to 5 readers to each subscriber. A prominent publisher down in New England, says most publishers figure 4 to 5.—But he says, he thinks 5 a bit high, and that a publisher who claimed 3 would be well within his bounds. He further says taking his own town and list, counting out school children as not constant readers, eliminating foreigners who do not read English, and the younger infants, and figuring 3 readers to a subscriber, the whole population would be covered, and if 4 was the ratio claimed, then his paper would have a better than 100% reader value. He thinks in rural farming territories the ratio would be higher than in a city. He

Exhibitor Graphic Arts Exposition, New York, Sept. 5 to 17

Advance Lever Cutters

IN THE LEAD FOR OVER THIRTY YEARS



Made in Four Sizes, from 16 to 30 inches

The E-Z Cutter

Powerful
Accurate
Durable
Easy and
Convenient

The widespread popularity of the Advance Lever Paper Cutter has been created by the unmatched mechanical excellence of the cutter itself and the "boosting" of thousands of pleased owners—the real test of a good article.

Challenge Proof Presses

SOLD WITH OR WITHOUT IRON STAND

A good proof is easily read and makes a good impression.

Challenge Proof Presses are built to take good proofs and give the best possible service.

The roller is extra heavy and makes only one revolution from end to end of bed. It is covered with the finest felt blanket. A Proof Roller Handle and Core is furnished with each press.

Presses without stand are made to fasten on any convenient stand or table. Those with stand have a substantial iron frame and directly beneath the bed is a convenient cabinet with door. Near the bottom is a large shelf for paper.

The Old Reliable

Made in two styles and three sizes, from 9x27 to 27x54 inches

The above machines and many others "Challenge Creations" are sold by all dealers in printers' supplies

THE CHALLENGE MACHINERY CO.

Challenge Creations for Printers

MAIN OFFICE AND FACTORY
Grand Haven, Mich., U. S. A.

CHICAGO
17-19 E. Austin Ave.

NEW YORK
220 W. 19th St.

The Genuine New Model Rosback Perforator

(Foot Power)

What Do You Think of This?

15-inch - -	$120.00	24-inch - -	$150.00
20-inch - -	125.00	28-inch - -	200.00

F. O. B. Factory

For a GENUINE ROSBACK with extra heavy inlaid tool steel die, guaranteed for 5 years and special music wire punches, micrometer adjusting table gauges and steel stripper and a feature for close to the edge perforating.

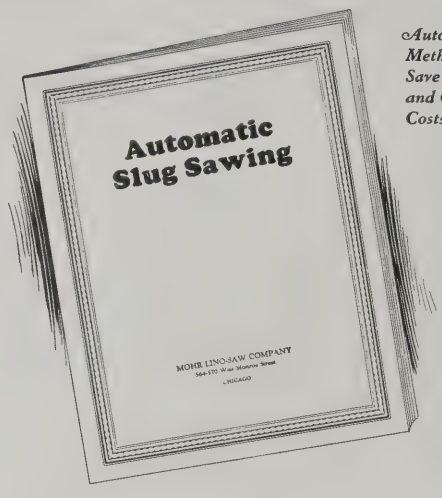
WE DON'T KNOW HOW TO BUILD 'EM BETTER

Manufactured by

F. P. ROSBACK COMPANY, Benton Harbor, Mich.

The Largest Perforator Factory in the World

EXHIBITOR
GRAPHIC ARTS EXPOSITION
New York *Sept. 5-17, 1927*



Automatic Methods Save Time and Cut Costs

Cut Composing Room Costs

By Sawing Slugs Automatically

The saving is made by sawing slugs at the typecasting machine as cast and eliminating all handling and waiting at the floor saw.

Automatic sawing places no additional burden on the typecasting machine operator; on the contrary, his work is simplified by means of a control which combines the setting of the saw, vise jaw and assembler.

Automatic sawing is used in newspaper and printing offices, large and small, wherever broken-measure matter is needed, in all parts of the United States—all over the world.

Get your free copy of "Automatic Slug Sawing" —a booklet which gives all the facts. Write to

MOHR LINO-SAW COMPANY

562 West Monroe Street CHICAGO, ILL.

Here's . . . . Extra Profit for You

Millions of dollars in the aggregate are tied up in standing forms. How much of your money goes to make up this total, and unnecessarily so?

If you have a standard job press, you are equipped to mold your own Certified mats from which you can make your own stereotypes upon a moment's notice.

If you are interested in saving yourself some money, and giving your customers even better service, our Certified Printers' mat proposition should appeal to you.

Certified Dry Mat Corp.,
338 Madison Ave., **Date**.....
New York, N. Y.

Gentlemen:

You may send us a sample of your Certified Printers' Mat, together with full particulars. There is no obligation on our part.

NAME.....

ADDRESS.....

By.....Title.....

ROUND TABLE

values street sales at a lower ratio. A director of the Inland, deeply interested in the discussion: 'Remember that the circulation manager always knows of a great many families who mooch the paper. In one city here are probably a hundred people, who borrow the daily from a neighbor. I am of the opinion that the average number of readers to a daily paper subscriber is three' ".

FILES KEPT AT THE PUBLIC LIBRARY

Publisher McCormick of Ft. Collins, Colo., tells the editor of "*NPJ*" that it is a good idea to have a file of one's paper at the public library. Keep the usual file in the office, of course, he adds. The plan saves lots of time and wear and tear. Persons coming into the office for information in the files are courteously sent to the library. The ownership of the file at the library remains with the publisher. In Indiana, a publisher uses this plan and prints a few issues on ledger paper each day for his various files.

MAIL OFFER PREVENTS "SUMMER SLUMP"

F. R. Campbell, Grand Forks (N. D.) *Herald:* "During the summer slump period of May, June, and July when it is the habit of many readers to drop the paper until fall, the Grand Forks (N. D.) *Herald* makes a special 30-day offer of 10 weeks subscription by mail for $1. This offer is promoted through the use of an attractive two-color circular that is mailed to all 1926 stops on the mailing list and to all of this year's stops who have had all of the regular circular matter. The offer is headed a 'Special 30-Day Offer to Former Subscribers,' but it can also be sent to boxholders on the RFD's with good results. The offer is really not a cut-rate price and it is not necessary to make it so. The fact that only a dollar bill is involved makes it appear more in the nature of a real bargain. The dollar part of it seems to appeal and it is a convenient form of remittance. The copy of the circular is printed on 8½x14 stock, printed two colors, with a coupon at the top to be torn off at a perforated line. A space is provided on the coupon portion after the words, 'Not Good After'—for a rubber stamp date. By stamping in the length of time the offer is good, the $1 coupons will not be returned several months later when your special offer is over. We use this $1 letter only once a year so that it will not be too common and lose its effect. Our campaign is just commencing this year and we anticipate good returns. Last year our returns ran around 20 or 25 per cent and these were from stops many of them a year old."

LINDBERGH FLIES ALONE : : :

ALONE?

IS HE alone at whose right hand rides Courage, with Skill within the cockpit and Faith upon the left? Does solitude surround the brave when Adventure leads the way and Ambition reads the dials? Is there no company with him for whom the air is cleft by Daring and the darkness is made light by Emprise?

TRUE, the fragile bodies of his fellows do not weigh down his plane; true, the fretful minds of weaker men are lacking from his crowded cabin; but as his airship keeps her course he holds communion with those rarer spirits that inspire to intrepidity and by their sustaining potency give strength to arm, resource to mind, content to soul.

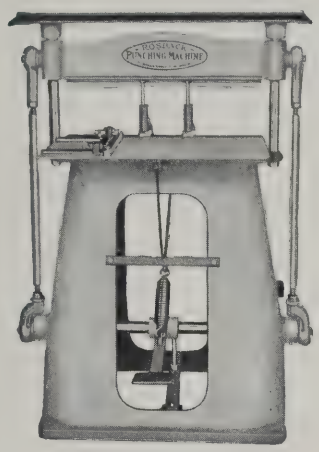
ALONE? With what other companions would that man fly to whom the choice were given?

Editorial, New York Sun, May 21, 1927

AUDIT BUREAU OF CIRCULATION RULINGS:

Sunday Predates—At the Bureau's annual meeting, the question "Shall the sale of Sunday newspapers before 12 o'clock on Saturdays be counted as Sunday circulation by the A. B. C." was referred to the newspaper divisional committee. The committee reported: "Yes, although the practice of predated Sunday editions is deprecated. The cure for any alleged evil would be best served through an understanding among the newspapers making a practice of such predatement of Sunday editions." The Board accepted this answer. *Morning and Evening Newspapers:* In considering a specific case involving a distinction between a morning and an evening newspaper, the committee recommended that: "When an evening newspaper publishes an edition for circulation the following morning under conditions which preclude it from using its regular afternoon newspaper news service, such edition shall be classified as a morning newspaper." The Board accepted the recommendation and it has become a rule of the Bureau.

Rosback Pony Six Multiplex Punching Machine



Built in
Foot Power, Belt Power
and Motor Drive

Foot Power With Two Round Hole Heads Complete

for only **$165.00** F. O. B. Factory

It punches round, open and special shapes of holes, perforates, tab cuts and round corners.

You can't afford to be without one at this price.

Manufactured by

F. P. ROSBACK COMPANY

Benton Harbor, Michigan

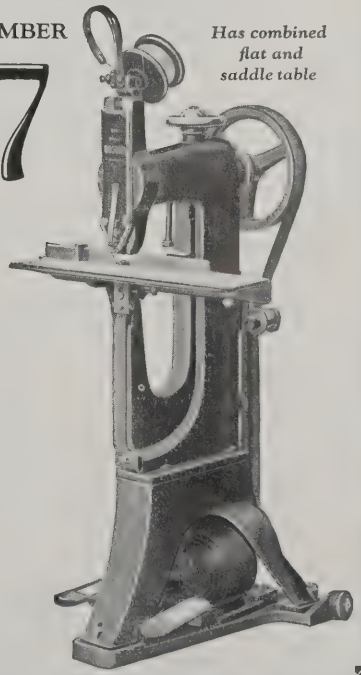
The Largest Perforator Factory in the World

EXHIBITOR
GRAPHIC ARTS EXPOSITION
New York *Sept. 5-17, 1927*

The BOSTON Wire Stitcher NUMBER 7

Has combined flat and saddle table

Maximum Speed
125 Stitches per Minute



FOR HEAVY WIRE STITCHING to a full seven-eighths inch capacity and yet excellent for medium and thin pamphlet stitching. Four surface interchangeable cutters and reversible driver are unusual features that contribute to continuous operation and low maintenance cost. A double system of wire straightening eliminates wire troubles and insures straight, even driving and clinching.

GENERAL SELLING AGENT

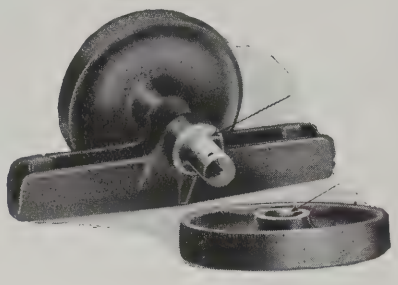
American Type Founders Company

Sold also by Barnhart Brothers & Spindler, *all selling houses; in Mexico and South America by* National Paper and Type Company; *in Canada by* Sears Company Canada Limited, *Toronto-Montreal-Winnipeg*

EXHIBITOR
GRAPHIC ARTS EXPOSITION
New York *Sept. 5-17, 1927*

SET IN MEMBERS OF THE GOUDY FAMILY VOGUE INITIALS

"AMSCO" ALL-IRON FORM TRUCK



Equipped with wide solid rubber tires that guard the form from contact with wheels.

Can be handled with amazing speed and ease; unequaled for strength and balance. Let your next form truck be an "Amsco" and you will never buy another make.

Price with rubber tires $10.00.

With plain iron wheels $6.00.

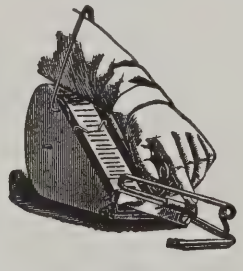
Send for "Amsco" Products Catalog Today

AMERICAN STEEL CHASE COMPANY
122 Centre Street, New York

Panameric
Hand Miterer

New
Low Priced

H. B. ROUSE & CO.
2214-16 WARD ST., CHICAGO



THE ROBERT DICK
MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet

The Robert Dick Mailer
137 W. TUPPER ST. BUFFALO, N. Y.

N ROUND TABLE J

SPECIAL CAMPAIGNS, IN SEVERAL PLACES

From the Pennsylvania N. P. P. Bulletin: "Many newspapers use a plan of giving the fourth month free if the subscriber pays for the first three months. To give the first month free would not be nearly so effective. Renewals should always be worked vigorously by mail, with and without premiums, before personal solicitation starts. The Louisville *Herald*, and many papers, have a bargain day, when the price is cut from 25 to 40 per cent, and many thousands of orders are received. One advantage is that it makes expirations come at one time. October is a good month for a bargain day. The Minneapolis *News* had a highly successful rural campaign a few years ago for subscriptions by starting a contest among farmers with two new tractor engines as prizes. The *News* advertised the contest in the farm papers and so enlisted many non-readers. These engines were newly on the market and the farmers responded tremendously."

ANOTHER ANGLE ON "CIRCULATION GUARANTEES"

State Press field managers, at the national conventions of these executives to be held in Detroit next September, will face a growing problem which has proved harmful to the standing of the newspaper profession and business; namely, the high rate of mortality of ill-advised publications. There may be no possible legal abridgment of the right of anyone to start a paper—trade paper, newspaper, *et cetera*—anywhere in this country. And, to go out and collect a lot of money for subscriptions, if he can! But, as to another point there *must* be some legal if not moral abridgment: When such a "fly-by-night," "enthusiasm," "propaganda" or "political" sort of a sheet quits and the subscribers lose most or part of what they have paid—and, advertisers may as well call it a *total* loss. The field men propose to tackle this sort of thing. *"NPJ"* hopes they will do that, and stick to the job till they get results.—*J.L.M.*

NEWS & EDITORIAL : : : IDEAS

DAILY CHANGE OF MAKEUP AND HEAD STYLES

A Plan Involving a daily change of make-up is being followed by James B. Clendenin, managing editor of the Huntington (W. Va.) *Evening Herald*, as a circulation stunt. The paper was started this year by Dave Gideon, publisher of the Huntington *Herald-Dispatch*, morning paper, of which Mr. Clendenin is also managing editor. The *Evening Herald* appears each day with a different style of front-page make-up. New head styles are discovered and used, principally for feature and lead stories. At least two ordinary standard "top" heads are always used, however.—*Editor & Publisher.*

TELLING THE PUBLIC WORTH-WHILE FACTS

More and More, prominent editors are getting to the public under special conditions with worth-while slants on the relations between the public and the newspaper. That newspapers have great difficulty finding out what their readers really want, because the public takes newspapers too much for granted, was the gist of remarks made by Marvin Creager, managing editor of the Milwaukee (Wis.) *Journal*, to the Professional Men's club, meeting at the Milwaukee Yacht club recently. Mr. Creager said that most persons do not let the papers know what they like, but are too quick to make known their attitude about things that directly affect them in an adverse way. He emphasized the responsibility of good citizens to take more interest in newspapers, to discriminate between newspapers and between what they liked in them, and what they do not like, instead of sweepingly condemning newspapers or praising them.

CERTIFICATES FOR CAPABLE NEWSPAPERMAN

Illinois Press Association has adopted the following: "That the Illinois Press Association, through its Committee on Education, issue to competent newspapermen of Illinois a professional certificate under conditions to be determined by the Illinois Press Association; and that such certificates be granted only to those who furnish satisfactory evidence of good moral character and professional ability and achievement and that the Illinois Press Association authorize such expenditure as may be necessary in the work of the committee not to exceed 25 cents on every membership in the Association."

FREE READERS; WHEN, AND WHEN NOT!

Mrs. Charles K. Brown, Staunton (Va.) *News-Leader:* "We have a rule not to give any free publicity to a benefit where an admission is charged, or anything sold, unless paid space is used. We have a nominal rate for the display space, and we find that practically all will use a small display space, frequently in order to secure a reading notice, which are segregated under 'Benefits.' We formerly placed these readers in our social column, but we found that

FOR IMMEDIATE SHIPMENT AT ALL SELLING HOUSES

Printing Machinery and Supplies

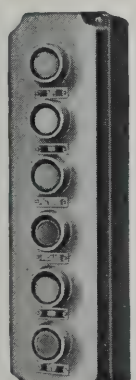
Chandler & Price Presses • C. & P. Craftsman and Auto Clamp Power Cutters • Colt's Armory Presses
Cutters and Creasers • Boston Wire Stitchers • Boston Staple Binders • Challenge Machinery Co. Products
Lee Two-Revolution Press • Diamond Power Cutters • Hamilton Manufacturing Company Wood and Steel Equipment
Kelly Automatic Presses • F. P. Rosback Company Products • H. B. Rouse & Company Products • Type,
Borders and Ornaments • Metal Leads and Slugs • Brass Rule and Metal Furniture • Potter and
Poco Proof Presses • Vandercook Proof Presses • Southworth Machine Co. Products

AMERICAN TYPE FOUNDERS COMPANY

BOSTON, MASS.
NEW YORK CITY
PHILADELPHIA, PA.
RICHMOND, VA.
BALTIMORE, MD.
BUFFALO, N. Y.
PITTSBURGH, PA.
CLEVELAND, OHIO
CINCINNATI, OHIO
ATLANTA, GA.
CHICAGO, ILL.
DETROIT, MICH.
ST. LOUIS, MO.
MILWAUKEE, WIS.
MINNEAPOLIS, MINN.
KANSAS CITY, MO.
DES MOINES, IOWA
DENVER, COLO.
PORTLAND, ORE.
SAN FRANCISCO, CAL.
SPOKANE, WASH.
LOS ANGELES, CAL.

EXHIBITOR
GRAPHIC ARTS EXPOSITION
New York *Sept. 5-17*, 1927

For safety, speed and economical operation use



The Boss of the Press

Cline Universal Control System

Cline electrical engineers devote themselves exclusively to the printing trades' requirements. There is Cline-Westinghouse equipment for all printing needs from the smallest wire stitcher to the largest newspaper press. 25 years of specialized experience are behind it.

CLINE ELECTRIC MFG. CO.

Western Office
First Nat'l Bank Bldg.
San Francisco, Calif.

Main Office
Conway Bldg.
111 W. Washington St.
Chicago

Eastern Office
Marbridge Bldg.
47 W. 34th St.
New York

CLINE SYSTEM

Dependability - Practicability - Durability - Value

The Margach Feeder

for

Linotypes, Intertypes, Monotypes, Ludlows, Elrods

Eventually* — *Why Not Now

(With apologies to Pillsbury)

What other article is guaranteed for ten years against further cost than the $75.00 for a Margach?

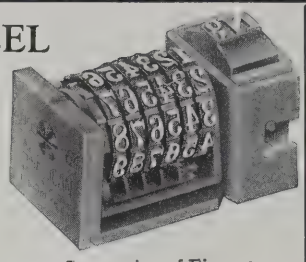
And what other accessory to the typesetting machine can fill an entire newspaper page with agate lines of SATISFIED users?

Margach Manufacturing Co.
Incorporated
213 CENTRE STREET NEW YORK

New ALL STEEL

MODEL 64

Precision methods and large production have produced the best value ever offered in a high-grade machine. Has tool steel drop ciphers and solid one-piece plunger. Six wheels **$10**



AMERICAN
Numbering Machine

100 Other Models for All Presses

AMERICAN NUMBERING MACHINE CO.
224 Shepherd Ave., Brooklyn, N. Y.

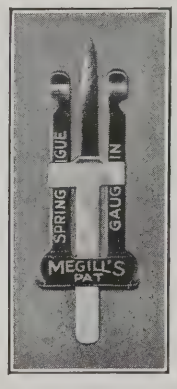
Branches
123 West Madison St., Chicago, Ill.
London and Paris

Impression of Figures

No 123456

Facsimile Impression

Carried in Stock by American Type Founders Company and All Printers' Supply Houses



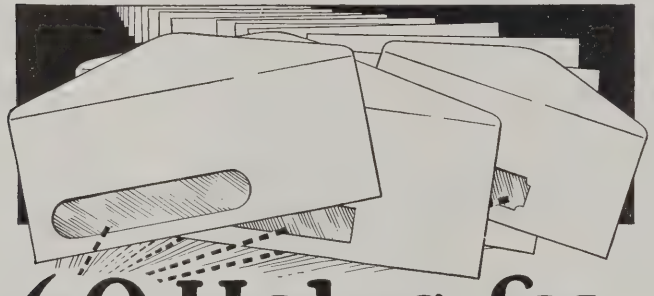
MEGILL'S
GAUGE PINS
for Job Presses

Spring Tongue Gauge Pins, $1.80 doz.
Reg. U. S. Pat. Office.

Always uniform and dependable.
We make many styles. Send for illustrated circular.

Sold by reliable dealers or direct.

THE EDWARD L. MEGILL CO.
EST. 1870
761 Atlantic Ave., Brooklyn, N. Y.



60 Holes for Sale

The business world is daily seeing new and greater uses for the "window" style of envelope. The demand is on a sharp up-grade—and Western States has put you in a position to meet it *more* than half way.

37 Regular Numbers; Openings in 60 Different Shapes and Sizes

That's breadth of stock for you—window envelopes *ready* in practically every size and weight for which you can have a call—and almost *instant* preparedness to make up anything special. By all means, think *first* of Western States for window envelopes.

Ask for Free Price List, showing 20 million made-up envelopes—more than 600 styles —always ready for same day shipment.

The Western States Envelope Co.
South Water *from* Clinton *to* Ferry Sts.
Milwaukee Wisconsin

ROUND TABLE

it commercialized our social column to such an extent that we were compelled to place them under a different heading. Once in a while a free reader will get by, with no paid space to accompany it, but the business office is ever on the alert to prevent this, and it does not happen frequently. We find our plan works very satisfactorily and we are educating the people in Staunton to the fact that our space is our stock in trade and is not to be given away too generously."—*S. N. P. A. Bulletin.*

PUTS ON A NEW TYPE DRESS; TELLS READERS

C. E. Broughton, Sheboygan (Wis.) *Press*, when he recently put on a new dress, called the attention of the readers to the change as follows in an editorial: "*All Dressed up and Somewhere to Go*—The Sheboygan *Press* is undergoing a number of changes, including a complete new dress, with headlines bound to make the paper appear more attractive. In place of the heavy head letter, we are using a series of what is known as Bodoni and Bookman light italic. Where heavy type has been used for streamers, we are going to substitute a lighter face, one that will harmonize with the remainder of the front page of the *Press*. This new series of head letter is to be utilized throughout the paper, and already we have been congratulated upon its appearance. Ten or fifteen years ago papers very seldom used streamers or extras calling attention to special news features. Since that time a new policy has spread almost the length and breadth of the land, but we feel that it has outlived its usefulness, and the *Press* is one of the first papers planning to get away from the gingerbread. Newspapers throughout the country have been undergoing many changes in recent years, and with the consolidations—and they have been very numerous of late—even greater progress will be noticed. If the improved appearance of the *Press* appeals to its readers, a word from them will be encouraging, and if they would like to suggest other changes which can be inaugurated, we will be glad to consider their wishes."

PRODUCTION : : : : ANGLES

HOW MANY IMPRESSIONS FROM STEREOTYPES?

Charles J. Schafer in *United American* (Metals Corp.): "The real test of a stereotype plate on a newspaper is where there are half-tones, as the half-tones wear down before the type does. This happens especially in the high-lights where the dots are very fine. Then again, the grade of ink used is an important factor. I should say that one stereotype plate, working with a good ink, should stand up under 50,000 impressions before it shows signs of wear. On the other hand, I have in mind a publishing concern that specializes in sales books. This concern uses semi-curved plates and they have been able to get as high as 250,000 impressions, although I consider 150,000 a reasonable run. Red ink has the most deteriorating effect on the metal, as is shown by the fact that after 50,000 impressions the plate begins to show wear and at about 65,000 it is discarded. To sum up an average, based upon my own shop experience and my knowledge. I should say that a newspaper stereotype plate cast from a good standard stereotype metal and run with a good grade of black ink, averages not less than 50,000 impressions from a curved plate and 125,000 from a flat plate."

SETTING ADVERTISEMENTS (BY HAND)

Printer's Album, Challenge Machinery Co.: First, the exact size of the ad should be determined by arranging an open "frame," formed of 12-point slugs, on the working galley. The slugs can be kept in proper position with the use of a few pieces of labor-saving iron furniture.

Second, the signature for the ad should be set up in proper sizes of display type, and this placed at the right position in the "frame." A signature usually consists of the name and address of the advertiser.

Third, the display heading, or "catch-line," should be set up in a size of type appropriate for the job, and this should also be placed in the frame at the proper position.

Fourth, if the ad is to include printing plates, these are set in the essential positions inside the frame. If the plates are mounted on wooden base, they should be made type-high and "squared" to American point system measurements.

Fifth, legends for illustrations and sub-headings are to be set up and placed in their proper positions.

It is now possible to judge from the remaining open space in the ad the sizes of type in which the text-matter can be set.

National Printer Journalist

Volume 45 Number 8

August 1927

5 cents
er copy
2 a year

yrighted

SEPTEMBER 5-17, 1927

GRAPHIC ARTS EXPOSITION
PRINTING AND ALLIED INDUSTRIES
GRAND CENTRAL PALACE, N.Y.C.

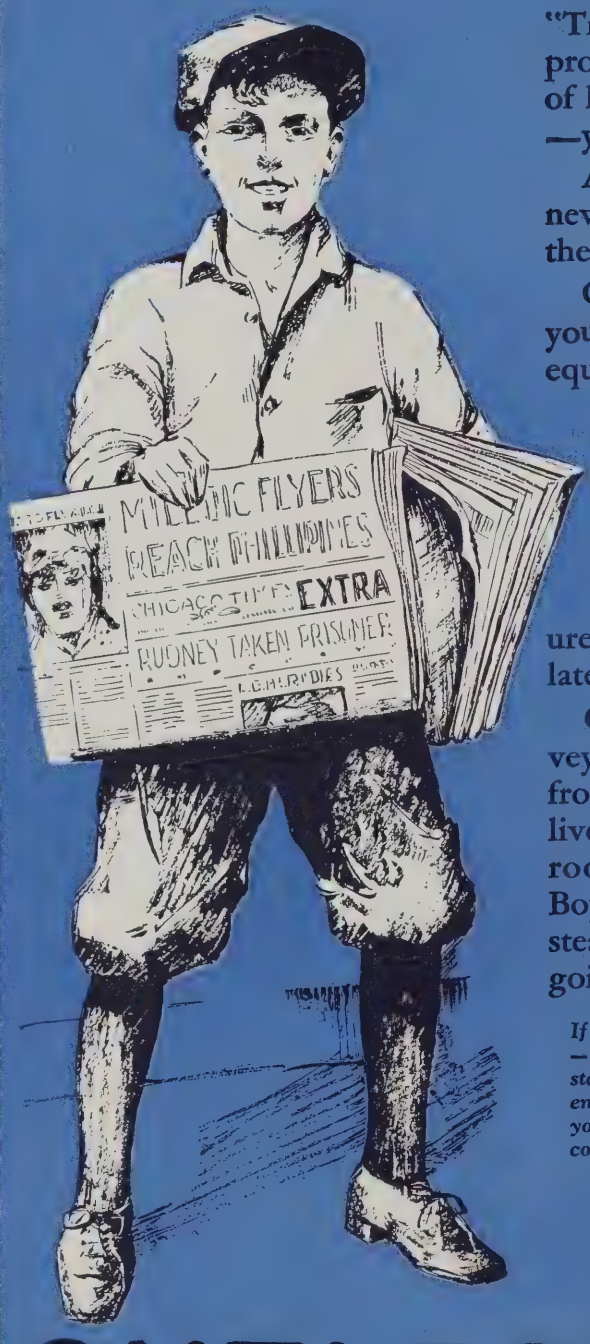
TIME CANNOT ERASE
THE WORK OF
TRUE CRAFTSMEN
GUTENBERG
1397 ~ 1468
CAXTON
DUPRE
REGER
ALDUS
LE ROUGE
DE VINNE
BACH
BERGMAN
JENSEN
THER HOERNEN
BELLAERT

ublisher:Printer Experience Exchange

Published Monthly by TRADE PRESS PUBLISHING CO., 129-135 E. Michigan St., Milwaukee, Wis.
Entered as Second Class Matter Milwaukee, Wis., Jan. 20, 1922, under act of Congress, March 3, 1879.

The boy on the street

knows his customers choose the sheet with the "Latest News"



"Tribune, Times, Post"—which one will this approaching customer choose? His choice and that of his kind, determines circulation—"ad" lineage—your paper's profit and prestige.

A newspaper's real competition exists at the news-stand. You can make *your* sheet preferred at the stand by getting late news on the street first.

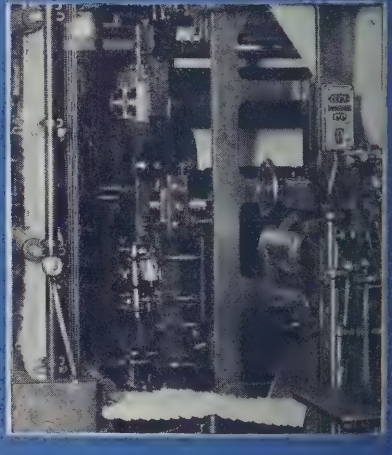
Getting last minute news on the stands ahead of your competitors is largely a matter of mechanical equipment.

Cutler-Hammer Control on the presses reduces starting, stopping and running of motor driven presses to the simple pushing of buttons on conveniently located control stations.

Men and motors are fully protected—C-H Control eliminates those disastrous motor failures that make the sheet late on the street.

C-H Dispatch Conveyors take the papers from the presses and deliver them to the mail-room tables—no Fly Boys—no delay—just a steady stream of papers going to waiting trucks.

If you want to speed up the sheet—beat competition at the news-stand—get in touch with C-H engineers. Let them figure with you on cutting the time between composing room and the street.



Press-room of the "Morning Call", Allentown, Pa. In addition to the C-H Master Control Stations, note the C-H Conveyor which takes the papers from the press to the distribution room.

The CUTLER-HAMMER Mfg. Co.
Pioneer Manufacturers of Electric Control Apparatus
1223 St. Paul Avenue
MILWAUKEE, WISCONSIN

CUTLER C-H HAMMER

Press Room Efficiency Depends on Electrical Control

National Printer Journalist
(Copyrighted)

Established 1883 as The Printer and Publisher
Published Monthly by TRADE PRESS PUBLISHING CO., 129-135 E. Michigan St., Milwaukee, Wis.
H. A. APPLE, Publisher and Editor
F. L. GOULSTON, Advertising Manager PAUL C. TREVIRANUS, Business Manager
Branch Offices in Leading Cities:
CHICAGO—L. M. Carroll, 743 Webster Bldg. NEW YORK CITY—C. M. Garrett, 299 Madison Ave.
DETROIT—D. L. Prouty, 507 Hofman Bldg. ST. LOUIS—C. A. Schulenburg, 509 Security Bldg.

"NPJ" SUBSCRIPTION RATES:
In the United States, Canada, Mexico and Cuba, $2.00 per year
Single Copies - - - - 25 cents
Foreign Subscriptions: $3.00 per year

JOHN L. MEYER
Managing Editor, "NPJ"
Associated Staff
H. J. LARKIN, E. C. KRATSCH
GEO. A. JUST

Vol. 45 Milwaukee, Wis., August, 1927 No. 8

PRINTING'S LEADERS STEP UP ANOTHER MILE on the LADDER of CO-OPERATION

Strong Pace is Set for Organizations Whose Purpose is To Advance Service and Reward in Fields of Graphic Art

By
JOHN L. MEYER
Managing Editor "NPJ"
and
PAUL C. TREVIRANUS
Business Manager "NPJ"

FOR TWO weeks, September 5-17, *The Graphic ART* will have the spotlight on it; an international spotlight, turned on as only Americans know how. The focal point will be the Grand Central Palace, New York City. With six national and international conventions of printers, publishers, printing house executives, equipment and service house men gathering at the same time, the *Fourth Educational Graphic Arts Exposition* will open September 5. It it fathered by the International Association of Printing House Craftsmen and put across with the organized co-operation of the United Typothetae of America, International Trade Composition Association, International Printers' Supply Salesmen's Guild, International Association of Electrotypers of America, Employing Bookbinders of America, and representatives of other allied and affiliated graphic arts interests and buyers of printing.

JOHN J. DEVINY
President of the International Association of Printing House Craftsmen

You might say, this will be "a world series in the big leagues of printing and publishing."

It will exemplify the amazingly effective, practical accomplishments which are possible when *all* concerned *GET TOGETHER*, both in the letter and the spirit, under the slogan, *"Share Your Knowledge"*. That's the Printing House Craftsmen's famous trade mark. Not just a pretty phrase but one tempered and steeled by birth-throes, difficulties and experiences.

EXHIBITORS' RANKS EXCEED ALL PREVIOUS RECORDS

MEN with an unselfed purpose is what it takes to really "Share Your Knowledge". To mingle in such an atmosphere for a couple of weeks will be an education, and a good deal more. Stop a moment. Picture it! Then think of the showings of printing and publishing equipment and services, many of them alive, in operation—the very latest things. With yet others coming in, as this matter is being sent to the *"NPJ"* composing room, there comes to hand from expo headquarters in New York a list of exihibtors that exceeds anything of the kind ever assembled in the history of printing and publishing.

SOME OF THE MEN BACK OF HISTORIC ENTERPRISE

NATIONAL Printer-Journalist—*"NPJ"*, for short—takes a peculiar delight in presenting these pages to its readers at this time. For this reason: It has been and remains our belief that the men and women of the printing and publishing field can well afford to become better and better acquainted. We believe, indeed, that without *acquaintanceship* among those primarily interested in a forward looking project of any kind, there is far more difficulty in the way of achievement than can be overcome

WILLIAM A. RENKEL
President Graphic Arts Exposition
—PAST PRESIDENT I. A. OF P. H. C.—

FRANK B. BERRY
Second Vice-President G. A. E.
—Pres., American Type Founders Co.—

JOSEPH F. HERBERGER
Treasurer Graphic Arts Exposition
—Treas. New York Club P. H. C.—

HARVEY H. WEBER
Director Graphic Arts Exposition
—Treasurer I. A. of P. H. C.—

by other means. The extent and degree of personal acquaintanceship among printers, publishers, manufacturers, service houses, salesmen, buyers of advertising and printing, no doubt measures the extent and degree of success in co-operative enterprise, and it most certainly measures the extent and degree of success in any effort to impress the general public with that which it ought to be impressed with. Not omitting those who, in this or that form, are concerned in spreading knowledge, advancing business, promoting scientific progress, through the medium of the printed word, picture and page.

Our PLACE in the SUN

THE growing influence and prestige of the Craftsmen's movement, encouraging and enjoyable as it is, places upon the shoulders of our members definite responsibilities which cannot be avoided. Indeed we would not avoid them if we could. The movement has been signally successful and, in its development, those who have borne the burden of the heat of the day have become accustomed to the scorching of the rays of the noonday sun. The Craftsmen's movement now occupies a conspicuous place in the affairs of the printing industry and is enjoying a position of importance unanticipated by its founders. Judgment, discretion and devotion to ideals have characterized the service rendered by our members, and now that we occupy a "place in the sun," let us carry on as we have in the past, carefully guarding all of the advantages that have accrued to the movement during these past years of labor and—of progress!

—JOHN J. DEVINY, President.

"*NPJ*" has, therefore—and is doing likewise in *this* case—made it a point to publish in addition to the practical experiences and findings of publishers and printers, the pictures of the men and women who furnish this practical experience. The same editorial policy has been followed in "*NPJ's*" successful effort to increase interest in the practical side of "The Art of Newspaper Making" and "The Art of Commercial Printing". Frequently it has been something of a task to get the publishers and printers to furnish their personal photos. An explanation of our policy and its motive has usually sufficed to remove objections.

In this issue, "*NPJ*" hopes, many of our readers will acquire further "picture acquaintance" with graphic arts *leaders* whom they may not know even to that extent—and may it lead to many new *personal* acquaintanceships, just as has been the result in hundreds of instances during the past few years, through the medium of "*NPJ's*" pages.

A. E. GIEGENGACK
General Manager, First Vice-President
V. P., I. A. of P. H. C..; Pres. N. Y. Club

ERNEST F. EILERT
Third Vice-President G. A. E.
-Pres. United Typothetae of America-

JOHN CLYDE OSWALD
Secretary of the Exposition Co.
—Formerly "American Printer"—

GEORGE T. LORD
Director Graphic Arts Exposition
—Employing Printers' Association—

H. A. PORTER, Director
V. P., Supply Salesmen's Guild
—Harris-Seybold-Potter Co.—

JOHN C. BURKHARDT
Director Graphic Arts Exposition
—Employing Bookbinders of America—

PRINTING HOUSE CRAFTSMEN BODY STARTED IN 1909

History of Movement That Preceded 1927 Exposition

By A. E. Giegengack

Exposition Manager; President New York Club; First Vice-President of International

THE need for an organization of the men responsible for *production* in the printing trade took formative shape in September of 1909, when the New York Club of Printing House Craftsmen was organized. Other Printing House Craftsmen's Clubs soon came into existence, in widely separated cities. These, however, lacked the machinery for contact or for pooling mutual experiences, needs and interests. Between the years 1909 and 1919 clubs were formed in Philadelphia, Chicago, Boston, Cincinnati, Baltimore, the Connecticut Valley and Washington.

To these clubs belongs the credit of taking a step which had soon been felt necessary,—a consolidation of aims and interests. This consisted of a call, in 1919, for the formation of an international body. The convention at which The International Association of Printing House Craftsmen came into being was held at the New Bingham Hotel, Philadelphia, on September 13 and 14, 1919, and was attended by delegates from every Craftsmen's Club which had up to that time been formed.

ONE year later, the first (official) annual convention of The International Association of Printing House Craftsmen was held at Washington, D. C.

The expenses of the first convention were borne by the Washington club and through the co-operation of the printing supply houses.

Chicago was named for the second convention, in 1921, and it was there that the First Educational Graphic Arts Exposition was held. The Chicago club had originally planned to make a small exhibit at a hotel. The project, however, grew so fast and the printing trade manufacturers became so interested that the committee found it necessary to contract for the Coliseum. This was the beginning of a series of Educational Graphic Arts Expositions. There had been formed twenty-four clubs, twenty-two of these in the United States and two in Canada.

(PLEASE TURN THE PAGE)

GEORGE K. HEBB
Director Graphic Arts Exposition
—Past President, U. T. A.—

JOHN M. TUTTLE
Director Graphic Arts Exposition
—Nat'l Assoc. Printing Ink Makers—

ALFRED R. FLOWER
Director Graphic Arts Exposition
—I. A. of Electrotypers of America—

C. W. CHABOT
Director Graphic Arts Exposition
—Adv. Mgr. Hammermill Paper Co.—

JAMES S. WILEY
Director Graphic Arts Exposition
-V. P., Stationers & Publishers Board-

A. O. JENNINGS
Director Graphic Arts Exposition
—Machine Composition Association—

Boston was honored with the third international convention, in 1922—and here also at that time was staged the Second Educational Graphic Arts Exposition, which filled Mechanics' Building. Buffalo Craftsmen were hosts to the fourth international convention, in 1923. There was no exposition that year.

In 1924, Milwaukee was chosen for the fifth convention and the Third Educational Graphic Arts Exposition. In the belief that these expositions were being staged at too frequent intervals a group of manufacturers decided not to exhibit at this time, but the exposition, while not quite the success its two predecessors had been, was successful from an educational standpoint and profitable to those who exhibited. Omaha was the home of the sixth annual convention, in 1925, and Philadelphia of the seventh, in 1926—both without Expositions.

NEW KEYNOTE SOUNDS

THIS brings us up to 1927, when the number of local clubs represented in the international body has increased to forty-two, this membership including not only Canada but also Cape Town, South Africa. This year the Club of Printing House Craftsmen of New York City, the first club to be formed, are hosts to the international association on its eighth annual convention, to be held from September 4 to 8 during the period of the Fourth Educational Graphic Arts Exposition, at Grand Central Palace, and which will continue from September 5 to 17.

During the months following the Milwaukee Exposition there was formed the Graphic Arts Exposition Joint Conference Board. This consisted of representatives of The International Association of Printing House Craftsmen, United Typothetae of America, the manufacturers of printing machinery, paper, ink, type and printers' supplies; the International Trade Composition Association, International Printers' Supply Salesmen's Guild, Employing Bookbinders of America, and International Association of Electrotypers of America. The late Robert W. Nelson, then president of the American Type Founders Co., was chairman. All the representatives of the above associations and industries then agreed to do everything in their power to bring to New York in 1927 the conventions of their respective organizations, these to be held at such time as the Exposition should be staged, and with the agreement that the Fourth Educational Graphic Arts Exposition should be held in New York City in 1927.

OLIVER H. KEPLEY
Director Graphic Arts Exposition
—Sales Mgr., H. B. Rouse & Co.—

CHARLES C. WALDEN, Jr.
Director Graphic Arts Exposition
—Walden, Sons & Mott, Publishers—

RAYMOND E. BAYLIS
Director Graphic Arts Exposition
—Employing Bookbinders of America—

In harmony with this agreement, all of the above mentioned organizations hold their conventions during the two weeks of the 1927 Exposition.

It was understood also that the active management of the Exposition should be in the hands of New York Craftsmen and that representatives of these other organizations should be on the Board of Directors in an advisory capacity.

A CORPORATION was then organized, under the laws of the State of New York and known as the National Graphic Arts Expositions, Inc., to conduct this Exposition. Officers and directors, whose pictures appear on these pages together with their business and associative connections, represent every phase of the printing and publishing field. With the organization completed and working cooperatively to an extent never before realized in this field—or, perhaps in any other having so wide a scope—plans for the 1927 conventions and exposition immediately got under way and progressed amazingly. Less than a year will have elapsed between the completion of the organization and the opening of the exposition.

NEWSPAPER AD-WORK TO BE DISPLAYED

A DISPLAY of the foremost work in newspaper and magazine advertising typography has been taking shape rapidly.

"This is a phase of printing which is now receiving great attention," said A. E. Giegengack, manager of the Exposition. "Every advertiser recognizes that the value of *how his advertising is presented* is second only to the subject matter.

"This department of newspaper and magazine advertising typography will be a prominent feature in the grouping of the printing displays under the general title 'The Graphic Arts Gallery'.

"What kinds and sizes of type to use, principles of display, illustrations, borders and decorations will be demonstrated. The great progress which newspapers are making in the improvement of advertising will be demonstrated.

"Just now there is a marked tendency to break away from conventional types and typographic arrangements, thereby securing individuality and distinction. To be consistent, modern advertising must practice what it preaches; advertising display must be just as progressive as the merchandise to which it relates. Surely publishers, printers and advertisers will find this demonstration of advertising typography to be one of the compelling reasons for attending the Fourth Educational Graphic Arts Exposition."

While no prizes will be awarded, special attention will be given to crediting newspapers, magazines, printers and advertisers with the production of the specimens exhibited.

GALLERY OF GRAPHIC ARTS : : SPECIMENS

ONE of the features of the Fourth Educational Graphic Arts Exposition is a special department devoted to examples of the latest work in typography, engraving, and lithographing. A section to be known as the *Graphic Arts Gallery* will greet visitors. The feature is under supervision of Henry Lewis Johnson of Boston. A beautiful setting has been planned by Mr. Johnson for the gallery.

Exhibits will carry descriptive labels, specifying to a large extent the types, papers, inks, features of design and printing and giving credit to the producers.

It is not planned to award prizes, but representation in the Gallery will

WHAT DO YOU KNOW ABOUT THE FATHER OF the PRINTING AND PUBLISHING ART : ?

A Thumbnail History of Gutenberg

JOHANN GUTENBERG, the acknowledged inventor of typographic printing, is supposed to have been born in the year 1398, at Mainz, Germany. His parents were Friele zum Gensfleisch and Elsgen Wyrich Gutenberg. In accordance with the German custom of perpetuating a name, the boy, John, took the last name of his mother.

Little is known about the early life of John Gutenberg. And, strange to say, there is no book or other printed matter extant, published during the life of Gutenberg, which bears his name as a printer or which associates him with the printing business.

The records of Strasbourg prove that during the years 1436 to 1439 he was in business for himself as a polisher of gems and maker of mirrors.

THE Gensfleisch family moved from Mainz in 1420, because of civil strife in that city, and presumably took up residence in Strasbourg, where in 1438 Gutenberg was reported to have been practicing a "secret art." Many historians believe that this was the casting of movable type and, perhaps, setting it up and printing from the forms. If such was the case, and the records seem to prove it, Strasbourg was the birthplace of typography instead of the city of Mainz.

At Strasbourg, in the year 1438, Gutenberg entered into an arrangement with Andreas Dritzehn and Andreas and Anton Heilmann to teach them certain "secrets" of his business. This agreement, apparently, was not kept to the satisfaction of Gutenberg's partners, as they subsequently brought suit against him, and in the testimony which followed such technical terms as "formes," "tools," "lead" and "press" were used, although no definite explanation of the "secret" has ever been published.

THAT Gutenberg was in the printing business at Mainz prior to the year 1450 is indicated by the fact that Johann Fust, then a money lender of Mainz, in 1450 advanced Gutenberg 800 guilders on no security excepting a mortgage on certain "tools." Certainly this sum of money would not have been lent had not Fust seen Gutenberg's invention and considered it a good risk. Five years later Fust brought a lawsuit against Gutenberg. The records of the agreement and lawsuit prove that John Gutenberg printed with movable metal type at Mainz during the years 1450-1455, and that Gutenberg and Fust were partners in the enterprise. This suit was decided in favor of Fust, and it seems that Fust took possession of the "tools" and equipment of what was the first type foundry and the first typographic printing office in the world. It is generally believed that the original plant established by Gutenberg was successively owned by Johann Fust, Fust and Schoeffer, Peter Schoeffer and John Schoeffer (the grandson of Fust).

During the years 1450-1455 Gutenberg produced a number of books, Bibles, Indulgences, Donatuses, Calendars, broadsides, etc., but his most important work was the now famous 42-Line Bible, a number of copies of which are still in existence.

This Bible is supposed to have been printed in the year 1455, but there are reasons for believing that it was produced earlier than that, in view of the fact that Gutenberg was very active at the time when he went to Johann Fust for the loan referred to (1450). One copy of the 42-Line Bible in a Museum at Leipzig bears the written date of 1453.

AFTER the loss of his first printing plant, Gutenberg later on established another printing plant in Mainz, and continued there in business for several years. In 1465, as a reward for his invention, he was given the post of a salaried courtier by the Bishop of Mainz—a position which carried with it an annuity of a suit of livery and a fixed allowance of corn and wine. Gutenberg died at Mainz in 1468, and according to tradition, was buried under the altar of the old Franciscan church in that city.—Challenge Machinery Co. *Printer's Album.*

Graphic Arts Exposition Exhibitors

—Grand Central Palace, New York City, Sept. 5-17—

(Latest Corrected List Furnished by The Management on Request of "NPJ")

—*A*—

ALDUS PRINTERS, Inc., 229 East 38th Street, New York, N. Y.
ALLIED PRINTING TRADES COUNCIL OF GREATER NEW YORK, 1113 World Building, New York, N. Y.
AMERICAN ADJUSTABLE LOCKUP CORPORATION, 625 23rd Street, New York, N. Y.
AMERICAN ASSEMBLING MACHINE CO., 415 World Building, New York, N. Y.
THE AMERICAN PRINTER, 225 West 34th Street, New York, N. Y.
AMERICAN STEEL CHASE COMPANY, 122 Centre Street, New York, N. Y.
AMERICAN TYPE FOUNDERS COMPANY, 300 Communipaw Avenue, Jersey City, N. J.

—*B*—

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY, New London, Conn.
THE BAHNSON COMPANY, 93 Worth Street, New York, N. Y.
BARNHART BROTHERS & SPINDLER, Monroe and Throop Streets, Chicago, Ill.
BARRETT-CRAVENS COMPANY, 1328-1342 West Monroe Street, Chicago, Ill.
RUSSELL ERNST BAUM, 615 Chestnut Street, Philadelphia, Pa.
BEN FRANKLIN PUBLISHING COMPANY, Chicago, Ill.
BINGHAM BROTHERS COMPANY, 406 Pearl Street, New York, N. Y.
E. W. BLATCHFORD COMPANY, 63 Park Row, New York, N. Y.
BOOKBINDING MAGAZINE, 20 West 34th Street, New York, N. Y.
BOSTON WIRE STITCHER COMPANY, East Greenwich, R. I.
BOURGES SERVICE, Inc., 144 West 32d Street, New York, N. Y.
BRANDTJEN & KLUGE, Inc., 77 White Street, New York, N. Y.
BROWN, WHEELOCK, HARRIS, VOIGHT & Co., Inc., 20 East 48th Street, New York, N. Y.
B. H. BUNN COMPANY, 7329 Vincennes Avenue, Chicago, Ill.

—*C*—

JOHN P. CARLSON, Inc., 420 Carroll Street, Brooklyn, N. Y.
CARRIER ENGINEERING CORPORATION, 750 Frelinghuysen Ave., Newark, N. J.
CHALLENGE MACHINERY COMPANY, Grand Haven, Mich.
THE CHANDLER & PRICE COMPANY, 6000 Carnegie Avenue, Cleveland, Ohio.
CLAYBOURN PROCESS CORPORATION, Milwaukee, Wis.
THE CLEVELAND FOLDING MACHINE COMPANY, 1929-1941 East 61st Street, Cleveland, Ohio
CLINE ELECTRIC MANUFACTURING COMPANY, 47 West 34th Street, New York, N. Y.
CLOISTER PRINTING CORPORATION, 309 Lafayette Street, New York, N. Y.
CONMEE-SINNIGEN COMPANY 101 Beekman Street, New York, N. Y.
CONTINENTAL TYPEFOUNDERS ASSOCIATION, Inc., 248 West 40th Street, New York, N. Y.

—*D*—

DAMON TYPE FOUNDERS COMPANY, Inc., 44 Beekman Street, New York, N. Y.
DEXTER FOLDER COMPANY, 28 West 23d Street, New York, N. Y.
DIAMOND DECORATIVE LEAF COMPANY, 819 Filbert Street, Philadelphia, Pa.
DIRECTOPLATE CORPORATION, 212-224 Sheldon Street, Chicago, Ill.
DU PLEX ONVELOPE CORPORATION, 3626 Franklin Boulevard, Chicago, Ill.

—*E*—

EXCELLO MACHINE COMPANY, 410 Umattilla Street, Grand Rapids, Mich.

—*F*—

FREEDMAN CUT-OUTS, Inc., 121 West 17th Street, New York, N. Y.

—*H*—

HACKER MANUFACTURING COMPANY, 320 South Honore Street, Chicago, Ill.
HAMILTON MANUFACTURING COMPANY, Two Rivers, Wis.
HAMMERMILL PAPER COMPANY, Erie, Pa.
HARRIS-SEYBOLD-POTTER COMPANY, Cleveland, Ohio
WM. C. HART COMPANY, 137 Greene Street, New York, N. Y.
H. H. HEINRICH, Inc., 15 Park Row, New York, N. Y.
C. B. HENSCHEL MANUFACTURING COMPANY, Mineral and Hanover Streets, Milwaukee, Wis.
HILL-CURTIS COMPANY, North Pitcher Street, Kalamazoo, Mich.
R. HOE & COMPANY, Inc., 504 Grand Street, New York, N. Y.
HOFFMANN TYPE & ENGRAVING COMPANY, 114 East 13th Street, New York, N. Y.
THE HOLLISTON MILLS, Inc., Norwood, Mass.

—*I*—

IDEAL ROLLER & MANUFACTURING COMPANY, 2524 West 24th Street, Chicago, Ill.
IMPERIAL TYPE METAL COMPANY, 1220 North Howard Street, Philadelphia, Pa.
INDIANA CHEMICAL & MANUFACTURING COMPANY, Inc., 23-25 East 26th Street, New York, N. Y.
THE INLAND PRINTER COMPANY, 632 Sherman Street, Chicago, Ill.
INTERNATIONAL ASSOCIATION OF ELECTROTYPERS OF AMERICA.
INTERNATIONAL PRESS EXHIBITION.
INTERNATIONAL PRINTERS SUPPLY SALESMEN'S GUILD.
INTERTYPE CORPORATION, 1440 Broadway, New York, N. Y.

—*K*—

THE KORFUND COMPANY, Inc., 235 East 42d Street, New York, N. Y.
KRUG ELECTRIC COMPANY, 35 Murray Street, New York, N. Y.
KYMSON BUILDING CORPORATION, 313 West 37th Street, New York, N. Y.

—*L*—

LANSTON MONOTYPE MACHINE COMPANY, 24th at Locust Street, Philadelphia, Pa.
LATHAN MACHINERY COMPANY, 1143 Fulton Street, Chicago, Ill.
E. P. LAWSON COMPANY, INC., 424 West 33d Street, New York, N. Y.
LEWIS SHEPARD COMPANY, 125 Walnut Street, Watertown, Mass.
LINK-BELT COMPANY, 910 S. Michigan Avenue, Chicago, Ill.
LORING, COES & COMPANY, Inc., 23-25 East 26th Street, New York, N. Y.
LUDLOW TYPOGRAPH COMPANY, 2032 Clybourn Avenue, Chicago, Ill.

—*M*—

MACHINE COMPOSITION ASSOCIATION.
O. J. MAIGNE COMPANY, 356 Pearl Street, New York, N. Y.
MARGACH MANUFACTURING COMPANY, Inc., 213-215 Centre Street, New York, N. Y.
MARQUARDT, BLAKE & DECKER, Inc., 229 East 38th Street, New York, N. Y.
GEO. McKIBBIN & SON, 3d Avenue, 33d to 34th Streets, Brooklyn, N. Y.
GEO. T. McLAUTHLIN COMPANY, 120 Fulton Street, Boston, Mass.
MERGENTHALER LINOTYPE COMPANY, 29 Ryerson Street, Brooklyn, N. Y.
EDWARD D. MESEROLE COMPANY, 438 West 37th Street, New York, N. Y.
MIEHLE PRINTING PRESS & MANUFACTURING COMPANY, 608 South Dearborn Street, Chicago, Ill.
MILLER SAW-TRIMMER COMPANY, 2 Penn Avenue, Pittsburgh, Pa.
THE MONARCH ENGINEERING & MANUFACTURING COMPANY, 1206 American Building, Baltimore, Md.
THE MONOMELT COMPANY, Inc., 4541-43 Ravenswood Avenue, Chicago, Ill.
GEO. H. MORRILL COMPANY, Norwood, Mass.
MURPHY SPECIALTY COMPANY, 90 Second Street, Milwaukee, Wis.

—*N*—

NATIONAL ASSOCIATION OF PRINTING INK MAKERS.
NATIONAL BUNDLE TYER COMPANY, Blissfield, Mich.
NATIONAL CITY PAPER CORPORATION, 72 Duane Street, New York, N. Y.
NATIONAL PRINTER-JOURNALIST, 129-135 East Michigan Street, Milwaukee, Wis.
NATIONAL PRINTERS' SUPPLY COMPANY, 49-59 River Street, Waltham, Mass.
NAUMER ELECTRIC COMPANY, 60 Cliff Street, New York, N. Y.
FRANK NOSSEL, 38 Park Row, New York, N. Y.
NYGREN-DAHLY COMPANY, 218-220 North Jefferson Street, Chicago, Ill.

—*O*—

THE ORTLEB CORPORATION, 1309 Pine Street, Saint Louis, Mo.
OLD COLONY ENVELOPE CO, Westfield, Mass.
OVERSEWING MACHINE COMPANY, 368 Congress Street, Boston, Mass.

—*P*—

PEERLESS ROLL LEAF COMPANY, Inc., 345 West 40th Street, New York, N. Y.
J. W. PITT, Inc., 4 Exchange Street, Bath, N. Y.
JOHN J. PLEGER COMPANY, 53 West Jackson Boulevard, Chicago, Ill.
POLYGRAPHIC COMPANY OF AMERICA, Inc., 237 Lafayette Street, New York, N. Y.
POTDEVIN MACHINE COMPANY, 122 38th Street, Brooklyn, N. Y.
GEO. W. PRENTISS & COMPANY, Holyoke, Mass.
THE PRINTING MACHINERY COMPANY, 461 Eighth Avenue, New York, N. Y.
PRODUCTION METER SERVICE CORPORATION, 1315 South Wabash Avenue, Chicago, Ill.

—*R*—

REDFIELD-KENDRICK-ODELL COMPANY, Inc., 469 Tenth Avenue, New York, N. Y.
J. A. RICHARDS COMPANY, Kalamazoo, Mich.
RICH & McLEAN, Inc., 73 Beekman Street, New York, N. Y.
F. P. ROSBACK COMPANY, Benton Harbor, Mich.
H. B. ROUSE & COMPANY, 2214 Ward Street, Chicago, Ill.
JOHN ROYLE & SONS, Straight & Essex Streets, Paterson, N. J.

—*S*—

THE SCHILLING PRESS, Inc., 137 East 25th Street, New York, N. Y.
SCHNELLPRESSEN FRBRIK, Heidelberg, Germany
T. W. & C. B. SHERIDAN COMPANY, 401 Broadway, New York, N. Y.
SINCLAIR & VALENTINE COMPANY, 11-12 St. Clair Place, New York, N. Y.
SOUTHWORTH MACHINE COMPANY, 30 Warren Avenue, Portland, Maine
THE STIRLING PRESS, 318 West 39th Street, New York, N. Y.
THE STURBING-COWAN COMPANY, 312 East Court Street, Cincinnati, Ohio
STRATHMORE PAPER COMPANY, Mittineague, Mass.
SUPERIOR PRESS MANUFACTURERS, Inc., 312 Mahoning Bank Building, Youngstown, Ohio
GEORGE R. SWART & COMPANY, Inc., 461 Eighth Avenue, New York, N. Y.

—*T*—

TECHNICAL TRADE SCHOOL, Pressmen's Home, Tenn.
THOMPSON TYPE MACHINE COMPANY, 223 West Erie Street, Chicago, Ill.
THOMSON-NATIONAL PRESS COMPANY, Nott and East Avenues, Long Island City, N. Y.

—*U*—

UNITED AMERICAN METALS CORPORATION, Foot of Clay Street, Brooklyn, N. Y.
UNITED PRINTING MACHINERY COMPANY, Inc., 470 Atlantic Avenue, Boston, Mass.
UNITED STATES ENVELOPE COMPANY, Springfield, Mass.

—*V*—

VANDERCOOK & SONS, 1716-1722 West Austin Avenue, Chicago, Ill.

—*W*—

WALDEN, SONS & MOTT, Inc., 41 Park Row, New York, N. Y.
S. D. WARREN COMPANY, 101 Milk Street, Boston, Mass.
F. WESEL MANUFACTURING COMPANY, 72 Cranberry Street, Brooklyn, N. Y.
THE WILLSEA WORKS, Rochester, N. Y.
WOOD, NATHAN & VIRKUS COMPANY, Inc., 547 West 23d Street, New York, N. Y.
WORTHY PAPER COMPANY ASSOCIATION, Mittineague, Mass.

in itself be recognition of a high standard of craftsmanship. An Exhibitors's Diploma will be issued to every exhibitor.

NO OVERLAPPINGS ON the BIG PROGRAM

BETWEEN September 5 and 17, the annual conventions of six organizations will be attended by official delegates and members, who will combine their conventions with the advantages to be derived from the Exposition. The organizations meeting for their annual conventions in New York during this period are as follows:

The International Association of Printing House Craftsmen

United Typothetae of America

International Association of Electrotypers of America

Employing Bookbinders of America

International Trade Composition Association

International Printers Supply Salesmen's Guild

Plans for the conventions and the Exposition will work together to full advantage. Business sessions of the conventions will be held principally in the forenoon and the Exposition will be open daily from 1 p. m. to 11 p. m. There will be no overlapping of events.

ENGINEERING IN THE GRAPHIC ARTS

THE American Society of Mechanical Engineers has arranged a luncheon, with the subject "Engineering in the Graphic Arts" to be held Sept 14, at the Commodore, during the Exposition. The meeting is under the supervision of the printing machinery division of the society.

METROPOLITAN TO SHOW TYPOGRAPHY

THE Metropolitan Museum of Art, New York, is assisting in the preparation of feature exhibits for the Graphic Arts Exposition. While the event is exceptionally attractive to those of the allied industries, every effort is being made to obtain that which will interest the public and the potential buyer of better printing, as well.

Design enters largely into the preparation of commercial printing, booklets, catalogues, etc., and display advertising. One of the important features by the Metropolitan will be an exhibit of "ornament in printing", under the direction of William Ivins, Jr., curator of the Print Department.

In another section are to be shown some of the beautiful descriptive works and fine catalogues made for the museum by such printers as Updike, Rudge and Rogers. Supplementing these will be displays, placards and labels.

JOHN STEWART BRYAN

President, American Newspaper Publishers' Association

Publisher Richmond (Va.) News-Leader

— FARIS & DEMENTI PORTRAIT —

A NATIVE of "Old Virginia," Mr. Bryan became a lawyer, but in 1900 he accepted the opportunity to be assistant publisher of the Richmond (Va.) *Times-Dispatch* of which his father was publisher. In 1903 he took complete charge of the property, and seven years later owner and active head of the *News-Leader*. He was secretary of the A. N. P. A. for some years before being elected president of that great organization. The *News-Leader* has survived several afternoon papers in its community: The *Virginian* the *Evening Journal* and the *Evening Dispatch*, and is one of the largest and most influential papers in the South.

EXPOSITION HELD IN IDEAL LOCATION

GRAND Central Palace, on Lexington Avenue, between 46th and 47th streets, New York City, where the Fourth Educational Graphic Arts Exposition will be held, is a famous exhibition building. For many years it has been the scene of nearly all the great industrial displays in New York.

The National Automobile Show, the Power Show, the Chemical Exposition, the Flower Show, the International Hotel Exposition, the Silk Show and a host of other similar exhibitions have made the Grand Central Palace their headquarters. Within half a dozen block of the Palace are to be found many of the finest hotels in the Metropolis; the Fifth Avenue shopping section is only two blocks away, and Grand Central Station is only three blocks to the south. A few minutes' walk takes the visitor to the center of the Broadway theatrical district.

OLDEST PRINTER TO BE GIVEN HONORS

WHO is the oldest printer in the United States—has seen the longest continuous service as a printer, engraver or lithograver, and who is still actively engaged? When located he is to be suitably honored by the committee in charge of the Exposition. If the oldest old-timer happens to reside a reasonable distance from New York, he will be invited to the Exposition, and a gold medal or other suitable reward publicly presented with due formalities. Should he be unable to attend, the appreciation of his long service will be sent to him and presented in some other dignified manner.

TWO FLOORS FILLED WITH WORKING PLANTS

TWO floors of the Exposition will be devoted to working exhibits. There will be model composing-room equipment, machine composition of all kinds, the latest type of press room equipment, and folding and binding machinery. There is no other way of obtaining such a comprehensive view and comparative knowledge of advanced production equipment. Exhibitors will display the most progressive kinds of work being produced on their machinery.

BLACK and ORANGE OFFICIAL COLORS

BLACK and orange are the official colors in the decorations. Roman banners, made of black and orange material and bearing the names of one hundred famous printers and inventors, will hang along the aisles and on the columns of the Palace. Wall banners will give the vital statistics of printing, engraving, electrotyping, paper making, book binding and equipment.

MECHANICAL LABORATORY, DOING OVER $50,000, HELPS MAKE REAL JOURNALISTS

AND, HAS TO PAY ITS OWN WAY, too, AT MARQUETTE U.

NOTED NEWSPAPERMAN DIRECTOR OF STUDIES

By James Foley

INTIMATE CONTACT WITH PRINTING PROBLEMS HELPS STUDENTS TO BECOME PRACTICAL NEWSPAPERMEN

—Many of the Marquette Boys and Girls Can Operate Machines—

A JOURNALIST who lacks information regarding printing is as helpless as a musician who knows nothing of his instrument, or as a painter who has no knowledge of his brushes.

This is the opinion of the faculty of the College of Journalism at Marquette University, Milwaukee, Wis.

Students at Marquette are in close, intimate contact with the actual mechanical workings of a printing plant during their four years of study. This contact is furnished through the Marquette University Press, which is organized in connection with the College of Journalism and is maintained for the primary purposes of giving students practical information regarding layout, type, make-up, paper and press work, and the general management of a printing organization.

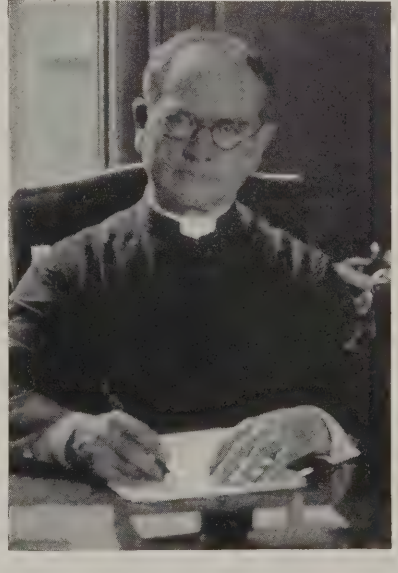
All of the student publications, the university catalogs, bulletins and books are printed by the press, the total business for 1926 running in excess of $50,000.

Efficient operation, and as modern equipment as funds will permit, are maintained so that the students may have the advantage of learning not only the best mechanical methods, but also the most systematic and economical management under actual conditions.

THE need for students to have a practical working knowledge of the printing department of a newspaper is easily apparent. Twenty years ago, when schools of journalism were first being organized, a graduate was hired by a metropolitan newspaper. He had been on the staff a few months when the make-up man became ill. The managing editor had several important stories breaking and was forced to call on the young reporter to make up the paper that day. When the boy went into the composing room, it was the first time he had ever been in a printing plant, except on a couple of sight-seeing tours arranged while he was in college.

During his course in journalism, he had heard the terms in general use in a printing plant spoken of several times, but he didn't know a form from a stone. Due to the kindness and cooperation of the printers in the shop, he was able to "get by" for the day, but it was not due to any knowledge which *he* possessed.

Practically every one who goes into any branch of journalism must of course come in contact with the mechanical departments. As a reporter, if he knows that "dirty" copy costs his paper dollars, he is more apt to take pains in turning out clean copy. As a copy reader, he must know how to mark the copy for instructions to the printer, and if he knows the mechanical side intimately, he will be more explicit in his markings so that the compositor will not be wasting time running to the foreman to have instructions deciphered, and possibly causing the foreman to spend an hour or more a day telling the editor that "we can't make this head fit."



Rev. JOHN DANIHY, S. J.
Dean of Marquette University College of Journalism

Experience has shown that many graduates of schools of journalism go into small daily or weekly papers; others take up advertising and promotion work—*all* of which require a basic knowledge of printing.

No effort is made at Marquette to give the students training which will make them printers, but the aim is to train them so that they will know how to use printing to the best advantage and to work in greater harmony and co-operation with the mechanical department, through having a real knowledge of conditions in the composing and press rooms.

THE Marquette Press was started in 1916, without capital, and has actually pulled itself up by its own bootstraps, without financial aid from the University. It has been given the hearty co-operation of the University authorities who were entirely in sympathy with its aims, but it has been forced to pay its own way.

It organized as a separate unit of the University, being entirely independent of all departments except

Journalism. It is under the general management of the faculty of the College of Journalism. A second hand Steinmetz press was purchased at the start for $300, all credit. Today the mechanical equipment is worth approximately $40,000.

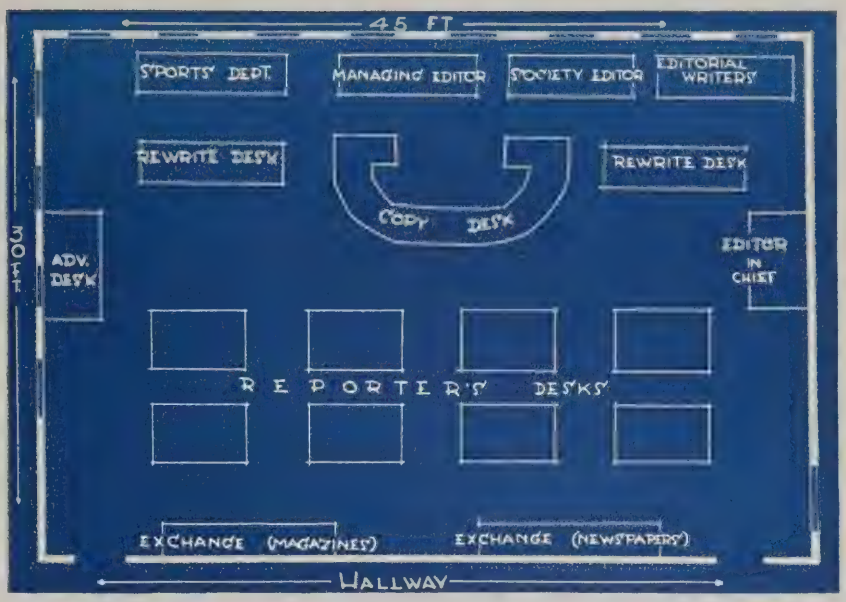
Several students in the college who had some printing experience, offered to undertake the operation of the press in printing the weekly University paper, the *Marquette Tribune*. If they had more experience, they probably would have hesitated to try to run the aged Steinmetz.

The Rev. John Danihy, S. J., dean of the College of Journalism, saw the necessity of training students in the mechanical phases and engaged Charles W. Lechleidner, a printer with forty years practical experience, to start a course in "Mechanical Journalism." The training in the printing industry is built around this course and a course in Newspaper Management given concurrently.

Students are given a two hour course for one semester of the four year course in the history of printing, in type sizes, type faces, layout, press work and paper. Coupled with this they are required to spend several hours each week in the printing plant, observing actual working conditions and supervising make-up of the University publications.

Approximately one-third of the course in Newspaper Management, including instruction for two hours a week for one semester, is devoted to the mechanical department. Records of the work done by the Marquette Press, methods of determining costs and charges, overhead, maintenance and depreciation are studied from the actual work sheets.

Experienced, well trained, union printers are employed in charge of each department. They are chosen not only for their ability and experience in printing, but also with a view to their ability to explain to students what they are doing.



EDITORIAL DEPARTMENT, MARQUETTE JOURNALISM

—Managed and Manned in Regular Newspaper Style—

THE main work of the press is printing the *Tribune*, issued every Thursday during the school year; the *Journal*, a quarterly literary magazine; the *Hilltop*, annual history of the school year, and the *Marquette Engineer*, a technical magazine edited by the students of the College of Engineering.

The *Tribune* is a five-column, tabloid-size newspaper. This size was chosen as an ideal for a college publication, giving a neat appearance and allowing a good display of advertising. Six thousand copies of the paper are printed. Usually the paper runs 12 pages. Fourteen hundred are sent to alumni and the remainder are distributed to students who pay $1.50 for a year's subscription.

For years in prize competition with other college newspapers, the *Tribune* has been awarded first place, and the paper has received high praise from editors of regular newspapers as well as college publications in all sections of the country. Students believe that the excellence of the paper is due in no small degree to the fact that in editing the paper, they are in close touch with the mechanical department.

All publications at Marquette are under direct supervision of the College of Journalism. Editors are appointed by the faculty on the basis of past performance. The editor is the one who shows the ability to do the best work, and not the one who can line up the most votes.

Work on the publications is done in the news room, under constant faculty supervision. The news room is next door to the press room, so that the students are constantly passing from the writing to the mechanical side. The news room is organized as an editorial office of a newspaper, just as the press room attempts to approximate the mechanical department.

At almost any hour of the day, several students may be found in the press room, and when the *Tribune* is made up, the entire staff gathers around the stone and is given the benefit of instruction by a practical printer who is doing the work.

ADVERTISING in the publication is also handled by the students. The boys and girls who intend to go into advertising work when they finish school, are placed under the supervision of the advertising manager. Thus they are given training, in addition to the regular class room work in

HERE STUDENTS LEARN VITAL PRINTING ANGLES

—A Number of University Publications are Produced—

Prof. J. L. O'SULLIVAN

Director of Journalism Studies and Manager Marquette Press

"JERRY" O'SULLIVAN graduated from Marquette Journalism in 1914, served on Milwaukee newspapers from reporter to city editor; later was manager in Chicago, New York City and Kansas City, for the United Press, and in 1924 returned to Marquette to assume his present duties. His newspaper experience is exceptionally practical and broad compared to that of many teachers of journalism in American Universities and Colleges. He has developed a strong and efficient newspaper atmosphere in the Marquette University's College, as is proved by the results.—*J.L.M.*

soloicting contracts, writing copy and in promotion work.

Sound business principles are taught, the first being that *all work done must make a profit.* Every publication must pay its own way, and while there is no effort to make a large amount of money, a budget is drawn up which leaves a small margin of profit for adding further equipment and improving the Press.

The *Hilltop,* an attractive book of 500 pages, is now being printed for the tenth time by the Marquette Press. The 1926 book was judged the seventh best college annual published, out of 3,000 in the United States. The *Hilltop* was one of the few books printed in a school's own plant and was in competitions with annuals turned out by some of the leading printers in the country. Approximately $12,000 is spent on the *Hilltop,* including printing, paper, engraving, covers and binding, while it was in competition with some books that cost as high as $30,000. Printers from Florida to Oregon have written to the Marquette Press asking for copies of the *Hilltop* as an example of fine printing.

While ambitious plans are in prospect for development of the Press into a model shop, and as finances permit, go into the art of fine printing and book making, it will always remain as a mechanical laboratory for the students of journalism, as its primary object.

NEWSPAPER WORK IN The COUNTRY; The CITY

TOM WALLACE, Chief Editorial Staff, Louisville (Ky.) Times: "I sometimes envy a friend of mine who presides over the politics, the religious activities, the bootlegging, the births and deaths, the fights and friendships, of a charming community out in the state, living in a century-old colonial-type mansion, and writing his editorials once a week. There are bass in the little river in his neighborhood, and birds in neighborhood covers. He does not envy the boys who went to New York and became star reporters, or editors, or the boys who went to Florida and became millionaires."

GLARING HEADLINES ARE ONLY "KIDDERS"

EDITORIAL IN OKLAHOMA CITY (OKLA.) DAILY NEWS

MANY readers of the *News* have asked me why the appearance of the first page of this paper has been changed so noticeably in the last week or so.

The answer to their question is easy. We are merely trying to make the *News* easier and more pleasant to read, and at the same time to make it more accurately represent the importance of the stories it prints.

We used to employ glaring, eight-column headlines—sometimes two or three of them on a page—on the theory that they helped to sell the papers. I think we were kidding ourselves.

I'm afraid we ofen succeeded only in making the paper hard to read, while the big black type occupied valuable space that much better might have been used for news matter.

The use of an enormous eight-column headline in every edition, altho the story under it may be quite ordinary, leaves no way of calling public attention to the extraordinary story that comes along once in a while.

The *News* has quit screaming. Our headlines, hereafter, will talk in a tone better suited to dignified conversation.

NEWSPAPER FOLKS IN THE MAKING at MARQUETTE

WALTER J. MATTISON

To Teach Newspaper Law

—ASST. CITY ATTORNEY, MILWAUKEE—

(PORTRAIT BY MORRISON)

MARQUETTE University Department of Journalism has just announced a new course in Newspaper Law, beginning this fall, to be taught by Mr. Mattison, a successful newspaper reporter before becoming a lawyer, and to include: Right to Privacy, Contempt of Court, Criminal Libel, Civil Libel and Law of Copyright

GEORGE MACDONALD—"Do the truth you know and you shall learn the truth you need to know."

CAL seems to be popular in high circles this year. CAL Coolidge heads the list, with C. A. Lindbergh and C. A. Levine, of the team of Chamberlin And Levine, flying close behind.—Boston (Mass.) C. S. *Monitor.*

NEW COMMERCIAL PLANT in DETROIT is MODEL of EFFICIENCY in ARRANGEMENT

BERGHOFF PUTS "BERGHOFF" IN HIS PRINTING

Neighborhood Print Shop Grows to Large House

By JOHN L. MEYER

WE newspapermen and printers naturally find an appeal in something very new. This "*NPJ Blue Print*" feature covers a commercial printing plant which was not wholly completed as this was emerging on my typewriter, and which in many respects is "the last word" to date in the line of formidable "job printing" institutions, as some of us are wont to call them. This "*Blue Print*" feature is a regular exclusive monthly offering of "*NPJ*", as every reader knows, but I think this is the first time we have ever shown one before it was wholly completed. Seems almost as if we are "scooping" *ourselves*.

The Berghoff Printing Co., out at Cass Avenue and Howard Street, Detroit, Mich., the subject of this story, will be laid out and operated exactly as the floor plan shows. Joseph J. Berghoff is the sole owner. Anyone who is figuring on a new plant, or any changes in layout and arrangement, will find plenty of food for thought in the plans. The American Type Founders Company planned the layout of equipment for efficient production and the design of building to fit the layout, to get ideal working conditions.

THE new building consists of two floors, each 7,500 square feet, with windows on four sides. Steel and concrete, fireproof construction, sprinkler system, oil burner, electric freight elevator, humidifying system and a three-car garage for company cars, are provided for. The first floor has a lobby entrance for office employes and clients. Factory employes' entrance is on the rear side.

Upon entering the building, a lobby finished in Spanish architecture gives the first impression of the character and ability of the organization. A winding stairway leads to the second floor and the general offices, where individual architectural treatment prevails. The executive offices consist of Mr. Berghoff's office in the tower, and adjoining are the library, advertising office and sales office. On the opposite side is the information booth, accounting room, ladies' and men's rest rooms, and a corridor leads to the rear of the building, which is devoted to the art, creative layout, mailing, addressing and syndicating departments

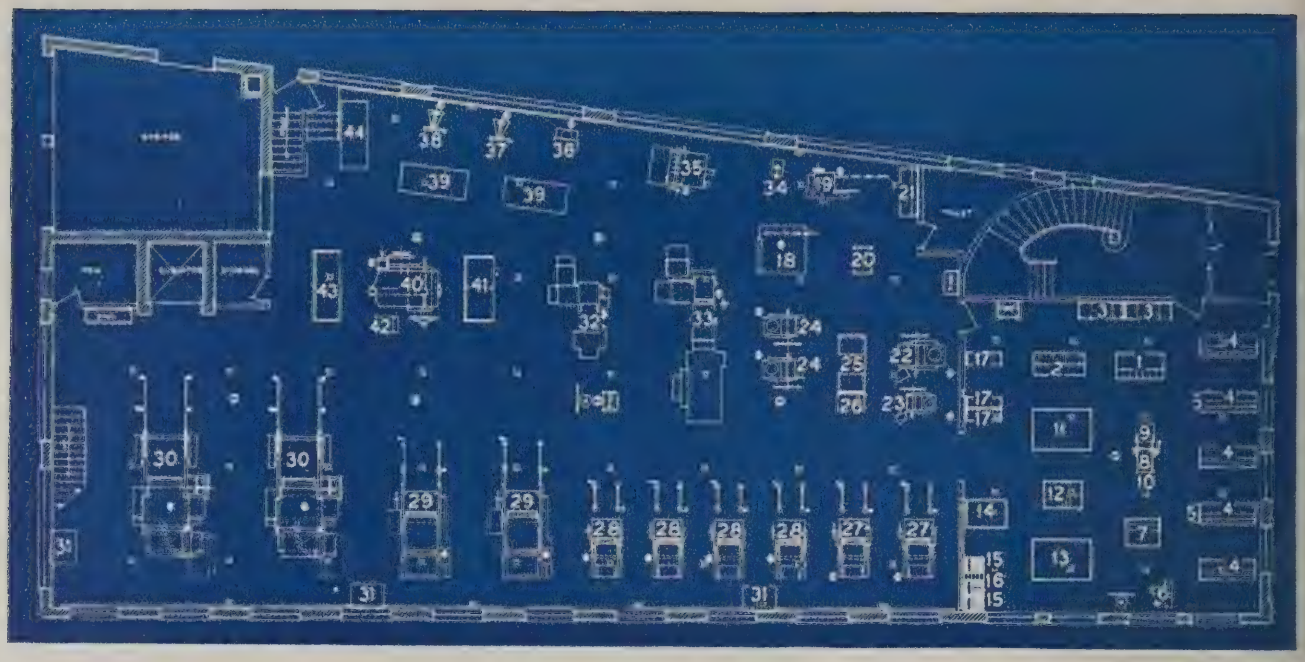
JOSEPH J. BERGHOFF

—OWNER OF BERGHOFF PRINTING CO., DETROIT, MICH.—

The entire first floor is devoted to manufacturing, and all presses are placed on a base foundation to overcome vibration, thus assuring perfect register and longer life for the equipment.

The press department arrangement, as may be seen in the blue print shows ten presses, all with extension deliveries, facing the center of the building. Then there is the job department handling work which can be done more economically there. It is operated under a distinct and separate cost system, from that of the other department. The bindery and the composing rooms are also arranged distinctly. The building, plant and equipment represents an investment of over $200,000, with a capacity of $50,000 monthly production. Formal opening was scheduled for September, and is to be a gala affair. Mr. Berghoff is planning unique invitations and descriptive literature.

DESCRIBING the "workings" of the layout, Mr. Sipe of the A. T. F. Co., Chicago offices, engineering department said: "No. 1 on the layout



LAYOUT of the BERGHOFF PRINTING CO., DETROIT, Mich.

—Courtesy Engineering Dept., American Type Founders Co.—

KEY TO LAYOUT

1—*Foreman's Desk*
2—*Proof Reader's Desk*
3—*Cut-Cost Storage Cabinets*
4—*Cut-Cost Type Cabinets*
5—*Cut-Cost Brass Rule and Metal Furniture Cabinets*
6—*Miller Saw*
7—*Cut-Cost Work Bench; Justifying Mat.*
8—*Potter Proof Press*
9—*Cut-Cost Proof Press Paper Cabinet*
10—*Cut-Cost Inking Cabinet*
11—*Hamilton 51 x 75 Imposing Table; Galley Storage*
12—*Cut-Cost Lock-Up Materials Cabinet*
13—*Hamilton 51 x 75 Imposing Table; Letterboard and Galley Storage*
14—*Hamilton 35 x 51 Imposing Table; Platen Lock-Up*
15—*Hamilton Unit Chase Racks*
16—*Hamilton Unit Chase Bar Holder*
17—*Hamilton Galley Cabinets; Page Storage*
18—*Mergenthaler Linotype*
19—*Lanston Monotype*
20—*Hamilton Galley Cabinet*
21—*Machinists' Work Bench*
22—*12 x 18 C. & P. Open Platen Press*
23—*8 x 10 C. & P. Open Platen Press*
24—*10 x 15 C. & P. Platen Press, Miller Automatic Feed*
25—*Cut-Cost Drying Rack and Stock Table*
26—*Cut-Cost Platen Press Room Cabinet*
27—*Style A Kelly Automatics*
28—*Style B Kelly Special Automatics*
29—*No. 2 Kelly Automatic*
30—*Miehle Automatics*
31—*Hamilton Make-Ready Tables*
32—*Model O Cleveland Folder*
33—*Model B Cleveland Folder*
34—*Portland Round Cornering Machine*
35—*Rosback Rotary Perforator*
36—*Portland Power Punch*
37—*No. 2 Boston Stitcher*
38—*No. 4 Boston Stitcher*
39—*Cut-Cost Bindery Tables*
40—*Seybold 45" Paper Cutter*
41—*Cut-Cost Paper Cutter Table*
42—*Steel Paper Baler*
43—*Padding Table*
44—*Wrapping Table*

represents the foreman's desk, and it will be noted that he has been given a position where he will have a good view of the composing room. The proof reader's desk (No. 2) is placed near the foreman, which is convenient in a plant of this size. No. 4 represents type cabinets. A little study of the layout will show that from this point, work has a direct travel. Auxiliary materials for the compositors, such as surplus leads and slugs, spaces and quads, borders, ornaments, etc., are carried in a cabinet (No. 7) and this has been given a position where this material will be convenient to the compositors.

"Note the convenient position of the proof press in relation to the type cabinets and the imposing tables where the finished jobs are stored until ready for lock-up. Two large imposing tables are shown as Nos. 11 and 13. Underneath these tables is ample storage space for completed work. These tables will be used for lock-up for the larger presses. Locking-up material for both tables is carried in No. 12 and this cabinet is central to both tables. The lock-up for the platen presses will be handled on a small imposing table, No. 14.

"Storage for various size chases and chase bars are provided in unit racks, Nos. 15 and 16. Three galley cabinets, No. 17, will provide storage for standing jobs. It was not deemed advisable in this plant, to place the Linotype (No. 18) and the Monotype (No. 19) in the composing room. However, it will be noted that these machines have been given a position adjacent to the composing room. No. 20 is a galley cabinet which also serves as a dump for the linotype. No. 21 is a work bench which serves both the Linotype and the Monotype.

"Nos. 22, 23 and 24 show the platen presses, two of which are equipped with automatic feeders. A drying rack and stock table (No. 25) are placed so that they will serve all presses. Platen pressroom cabinet (No. 26) provides roller, ink, rag and tool storage for these presses. It is also fitted with an ink mixing tray and is equipped with an iron imposing surface that is valuable in case of changes, corrections, etc., as it is not necessary to return the form to the composing room.

"It will be noted that the smaller presses are placed as near the compos-

NEWSPAPER WORK IS IT "SLAVERY"?

NEWSPAPER work is slavery to the person who does not like it and the greatest joy in the world to those who have the intangible something in their makeup which makes them rise above the routine and drudgery of the daily work and lets them visualize the finished product in all its beauty. A newspaper man or woman is born—not made. — Marion Clifford, Pottsville (Pa.) *Republican*, N. E. A. Address.

ing room as possible. In the average plant this is desirable because the smaller presses usually carry the shorter runs, hence more connection with the composing room.

"The bindery is on the opposite side of the room. It is a short travel from the folders to the bindery tables (No. 39) or to the wire stitchers (Nos. 37 and 38) and then to the paper cutter (No. 40) for trimming. No. 44 represents a wrapping table, and this has been placed in the rear of the room, as practically all work will be delivered from this point.

"A garage occupies one rear corner of the building, and is so arranged that incoming stock or outgoing completed can be unloaded or loaded directly."

SOMEBODY, the story goes, called on Mr. Berghoff a while ago, and rather bluntly asked him the "secret of his success", for this young man has made amazing progress in just a few years. "To be successful you must be determined," he replied. The inquirer went away, thinking pretty hard.

Mr. Berghoff hails from New York, coming to Detroit in 1912. He worked as a typographer in some of the large Detroit plants, including the famous Joseph Mack Printing House, and his ambition to go into the business grew fast. In October 1914, when 21 years of age, he leased a neighborhood store building for three years, contracted for an outfit, and told close friends this was the start toward "the largest printing plant in Detroit." Equipment was added constantly and eventually the plant was moved to larger quarters farther down town.

"Good typography and creative work," said Mr. Berghoff, "are the aims of my life—really *one* aim. *I like the business I am in.* Personal contact with my trade is, I believe, a very vital thing in the growth of our institution. Clients ask me to 'put some Berghoff in it' when ordering printing, and that is a compliment I appreciate."

JUST THREE WORDS

By Douglas Malloch

THERE are three words, the sweetest words
In all of human speech—
More sweet than are all songs of birds,
On pages poets preach.

This life may be a vale of tears,
A sad and dreary thing—
Three words, and trouble disappears
And birds begin to sing.

Three words will cheer the saddest days;
"I love you?" Wrong, by heck!
It is another, sweeter phrase,
"Enclosed find check."

REMEMBER WHEN YOU WERE WAITING TO MOVE IN?
—New Berghoff Plant at Detroit, to Open in September—

HE'S Made BUSINESS NEWS and REAL HUMOR Popular

The Story of a Remarkable Writing Man, So's You May Know Him a Little Better

By John L. Meyer

I JUST can't keep it any longer. Here is a story I have known for fifteen years, and every year has added to it, about a writing man and editor who is in my opinion the world's most unusual writing man and editor. *You* have read a lot of his stuff—to use our inside-the-office terminology—and have enjoyed it. It may be, too, you have heard him orate, or put pep into a post-prandial fest. Anyway, I think it is entirely in order for me to make an exception, at last, to *write up* an individual in our profession, more specifically the editorial side of it for he is so *very* unusual and has an outstanding success hog-tied, collared and chained to himself, without the aid of a press agent—quietly, persistently, by a regular daily volume of *WORK* that would stagger an ordinary mortal—2,000 words of good copy a day, day in and day out except Sundays, month in and month out; year in and year out; and sprinkled liberally with speeches and toastmasterings the like of which I have never heard from any other lips. His top hair is gone. However, it is my recollection that it was gone before he started on that terrific pace. So, one need not necessarily be afraid of *Work* on *that* score.

MY subject is *Roe Fulkerson, Washington, D. C.* That's no pen name. It is the born name of a man whose way into journalism is not taught in schools of journalism, but ought to prove a good tip to a lot of youngsters.

I really have so much in mind about Roe Fulkerson that I ought to lay out this story and plan it, before writing it; but that's too much bother, so I'll just spin along.

Roe Fulkerson, editorial writer of the *Kiwanis Magazine,* editorial writer of the *Shrine Magazine,* author of *"Andrew and Imogene"*, author of *"The Hotel Stenographer"*, author of *"The Old Groceryman"*, author of *"Sunday Morning Breakfast"*, and author of other widely circulated newspaper syndicate features; highest-priced toastmaster in the world when he doesn't give his services away for a good cause; after-dinner-speaker *de luxe* (heaven help me for helping advertise them words!)—Roe Fulkerson, he of 2,000 highest-priced words a day, ran a retail optical store in Washington for twenty-five years.

One day he got a bill from an optical trade paper for a year's subscription—a renewal—and he enclosed with check a little letter; to wit, why

not have less scientific dope and more about merchandising and advertising?

"I'll give you just $100 if you'll find me a man to do that kind of stuff," replied the editor. "I have hunted high and low for one, and there is none."

Roe wrote back that such a one could be found if said editor would pay a fair price for the stuff. The editor slipped—he repeated his offer.

Roe got the check, and thus he burst into journalism "until death do part." He found *himself* and got $100 cash for it! Unique, No. 1. That, I'll say, is the way to take a dare.

He has always been, and remains increasingly, a wonderful *reporter*, in my judgment of him as a journalist. No really great writer is much else.

A FEW years later, after a typewriter had been moved into the back end of the optical shop and Roe had learned to pick 'em out with the index finger of the left hand and the first and second finger of the right—he never learned the touch system nohow, I can say—he met up with Edgar Shaw of the Washington *Times*, and suggested that business stuff in newspapers would get over much better if written for the average man and the housewife. "Try it," said Shaw. "Lord knows, you're right." So was born "*Andrew and Imogene*", and that fascinating "*Business Doctor*" syndicate stuff.

Not long after were born "*The Old Groceryman*", and others, some of which didn't take as well, perhaps, and went the way of all flesh; but, business was so brisk on both ends that Roe was at the parting of the ways. After much hesitation, the store was disposed of, desk room taken with a writing buddy, Carl H. Claudy,—and there you are!

WELL, I can't spare any more space in this issue for Roe Fulkerson, though I could tell reams of stuff about him—and I do admire him. Anyway, the next time you hit that name "*Roe Fulkerson*" you'll sit up and take notice, more than you have, and he deserves it.

Suppose you were to ask Roe Fulkerson for the "secret" of his success. He might tell you something like this, as he did me:

"I eat my eggs only at the three-and- a- half minute stage, so you see I am not hard boiled. I love to fish, drive a car, and hammer out my own stuff on a typewriter, using two fingers on one hand and one on the other. I spell much with a *t* and other words in an equally original manner.

"I was born in Maryville, Tenn., in 1870, and no man who is a gentleman will count that up to see how old I am. I have been married to the same wife all these years and we are still friends.

"I have a weakness, but feel that this should not be included in my biography. What a fish worm is to a robin, what a saxaphone is to a jazz band, what a watermelon is to a darkey, what four aces are to a poker player, what a powder puff is to a flapper and what a woman-driven Ford is to a traffic cop, when I am making an after dinner speech, the sound of applause is to me. It soothes my ears like the low throaty warble of a mocking bird singing to his mate in the twilight. It makes me travel thousands of miles and save hundreds of more or less clever stories to tell to open mouthed Shriners, Kiwanians, and what have you!

"That's all but one fact. I have always believed in prohibition and would like to see it tried in this country."

ROE FULKERSON

— Writer and Editor, Washington, D. C.—

WHY? : : WHERE TO?

DOROTHY CANFIELD, in *American Magazine*: "More bitterly than food or shelter or love or occupation, human beings need a goal, a compelling reason for going on. The more time they have to think, the more drastic is this need, the more horrifying that dead absence of a purpose in life, which is really the absence of religion, of faith."

RETURN FOR SUBSCRIPTION SERVICES, ESPECIALLY SUB. and RFD., IS TOO LOW

CHALLENGE OUT TO CIRCULATION MEN by New CHIEF

Lots of Added Service But No More Pay For It, Is Year's Problem

By JOHN L. MEYER

WE ARE all selling our papers too cheaply. If circulation managers are interested as they should be, in saving for their publishers, adjusting subscription rates upwards, as they should be, to obtain a proper return—from the rural subscribers in particular—they will be interested in a problem that is more important than that of postal rates.

Not necessarily on account of the cost of print paper, or the cost of production, but on account of the cost of the method of distribution.

Particularly does this apply to newspapers that are interested in obtaining suburban circulation. Many newspapers, especially those in cities of 200,000 and over, are giving country readers city service, costing the papers dearly, with expensive motor routes being installed everywhere. Farmers now want their papers before breakfast, or before supper. Very few are paying for this added service.

THESE are some of the stars from that roman candle of enterprise and courage who has been elected president of the International Circulation Managers' Association for 1927-8. He is Harold V. Hough, treasurer and circulation manager of the Ft. Worth (Tex.) *Star-Telegram*.

Now this is exceedingly interesting, and a whole lot more, to every publisher in the Country, and none the less to every publisher *out in* the country. In passing, note this movement which is the keynote for the International Circulation Managers for 1927-8, is the proposition of a Southerner, projectiled in a Southern city—and they have been saying that the South is the most lax part of the Continent *in re* getting proper remuneration for subscriptions.

HAROLD V. HOUGH

President
1927-8
INTERNATIONAL CIRCULATION MANAGERS' ASSOCIATION

Treasurer and Circulation Manager
FT. WORTH (Tex.) STAR-TELEGRAM

"THE point in your letter," said Mr. Hough to this writer, "in reference to increasing subscription rates, happens right now to be the one thing that is strongly on my mind.

"As I told many of the boys at the recent Atlanta Meeting, I think it is necessary for us to get the pendulum on subscription rate going up. Not necessarily on account of print paper, or cost of production, but on account of the cost in the method of distribution. Particularly does this apply to those newspapers which are interested in obtaining Suburban circulation.

"In the big cities the situation is bad enough, due to the constant necessity of increasing the number of trucks, due to the slower traffic conditions; but, outside of the major cities, where we find newspapers now giving city delivery to nearby suburban towns and on rural routes, the cost of extending city service into the country is, of course, going up by leaps and bounds. There is one newspaper, which pays $70,000 a year bonus to automobile men to serve 10,000 suburban circulation.

"If the circulation managers can just start the movement upward a little, even if only on the class of Suburban circulation, they will accomplish a great deal for their publishers.

"More and more distribution is being removed from the channels of mail, express and baggage, to that of special delivery by automobile. Formerly a town, say fifty miles away, was supplied by trolley or train; now is is supplied by car or truck, and in a great many instances, special runs are made.

"Afternoon papers are making 'before supper' deliveries on rural routes. Morning papers that formerly were content to permit the mail carriers to deliver the rural route, now have 'before breakfast' delivery over the same territory, in a great many instances. *The subscription prices have not followed the delivery cost.*

"The man who lives in the country and wants city service, I believe, is willing to pay for it. As you know, we have three classes of circulation: city, suburban and country; and most publishers usually consider suburban circulation of equal importance to the

city, consequently they have centered their thought on developing the suburban, and have frequently overlooked the fact that although this is important service to the newspaper, it is really just as important to the reader and the reader will pay more for it.

"In our earnest desire to build up big suburban lists, I am afraid we have overlooked keeping the subscription rate up in companionship with the cost of the service, and I sincerely trust that during my time as President of the I. C. M. A., I may get some thought crystalized towards this one item. If I can, I believe it will mean considerably more money to the publishers and they are certainly entitled to it, in view of the increased distribution cost."

HONES' INJUN! WHAT KIND of LETTERS do YOU Write?

"NPJ" Thinks this was the Most Snappy Message Delivered at the I. A. A. Meet

By VICTOR KLEBBA

WHEN you go to your office what is the first thing you do? Nine times out of ten, you look at your morning's mail. Have you ever noticed yourself leaving your work to find out what the postman had brought And what's generally the last thing you do at night—the last important thing? You sign letters.

How many of us stop to consider the vital importance of our mail?

Suppose Uncle Sam went on a "letter strike"—suppose the government refused to carry any mail Why, then, is it that business houses which are enterprising in every other part of their business are so lax in building up their correspondence standards?

The letter is the closest approach to a personal interview or contact.

When a customer or prospect receives a letter from your company, that letter is *THE COMPANY* to him. It represents all that is good or bad in that business.

(ED. NOTE—How many newspaper executives realize this? How many do not realize this? Once upon a time I received a great many letters from newspapermen over a desk at a large agency, and — well, you'd be surprised!—J. L.M.)

A personal salesman wins his prospects by his appearance, his courtesy, his naturalness, his logic, his clear, interesting manner of presenting his proposition. A letter can do likewise.

A GOOD salesman is always interested—and shows it. Most letters fail because of disinterestedness. A good salesman always works toward his objective in logical sequence. In analyzing over 2,000 letters, I found that four out of five letters showed a lack of knowledge of the objective by the writer. No plan —no really psychological sequence. First of all, let us make a chart of points to guide us in this dissecting. So, we'll put down ten points (I call them *The Ten Demandments*) of a good letter.

1. ATTRACTIVE
2. TIMELY
3. UNSELFISH
4. SINCERE
5. COURTEOUS
6. CLEAR
7. NATURAL
8. INTERESTING
9. CONCISE
10. POSITIVE

1.—*A LETTER MUST BE ATTRACTIVE*

AS YOU judge a company by a salesman's personal appearance—before he utters a word—so is a firm judged instantly (perhaps subconsciously) by the appearance of its letterhead.

Here's a man who has a good letterhead, uses a fair stock and then kills the personal touch by printing his form letter from type and using a poor fill in. *Letter writing and printing are two different things.*

Here's a bird who distorts my name to the point of my wanting to do battle. And I'm less unctious about my name than most people. Get your reader's name right—it's a ticklish spot.

Color can be used effectively. Most letters are written with black ribbon on white. Actual tests have proven colors to be more effective—blue being the biggest puller for men and pink for women.

This letter is too hard to read. I haven't time to decipher it so I fling it into the waste basket, and go to the next one. Make your letters easy to read.

Here is a new way of presenting a letter—a campaign which I understand, has been very successful. The firm name is shown at the bottom and an illustration pertinent to the subject of the letter at the top. It's different from the mob.

2.—*A LETTER MUST BE TIMELY*

AS YOU would quickly reply to a person speaking to you, so should the courtesy of prompt reply be accorded to each person who writes you.

Here's a firm that has the gall to send me a letter dated January 26, saying "in answer to your inquiry received today"—and my inquiry was sent on December 18.

An envelope manufacturer, in this letter, tried to sell us the idea of using a special patented envelope. He has been mailing these "educational" letters for some time. *We've been using his envelope for three years!*

Last year when I returned from my vacation, one of the first letters I opened started out "Back on the job again—healthy and happy after a hard earned rest." Timed to the minute—they got some business from it.

A magazine publisher, making a final stab for space in his August issue, starts out "A wire from you Monday will enable us to get your ad published in August issue," etc.

3.—*A LETTER MUST BE UNSELFISH*

CONSIDERATION of the reader's viewpoint is probably the strongest force in a good business letter. Follow the "you" attitude, but follow it naturally and sincerely—otherwise your reader may not believe

GOOD BUSINESS
GOOD JOURNALISM : : : :
GOOD TASTE

EDITORIAL
By JOHN L. MEYER

WITH *"NPJ's"* presentation of the first All-American Newspaper *Production* Trophy at the 1927 N. E. A. convention fresh in mind, and casting about for further effective means to emphasize that third angle, of successful newspaper work, *Good Taste*, it is encouraging to note that the New York *Times* in a recent advertisement directed to agencies and advertisers, uses this head:

Good Taste in
NEWSPAPER
ADVERTISING
TYPOGRAPHY

The *Times* tells how in 1922 it adopted rules and regulations to control the Typography of advertisements in its columns; now it has published a manual of "Times Typographical Standards".

The idea goes far. It doesn't only involve the advertiser and agency. It includes the newspaper — composition, press work, news make-up, wrapping, mailing, *et al.*

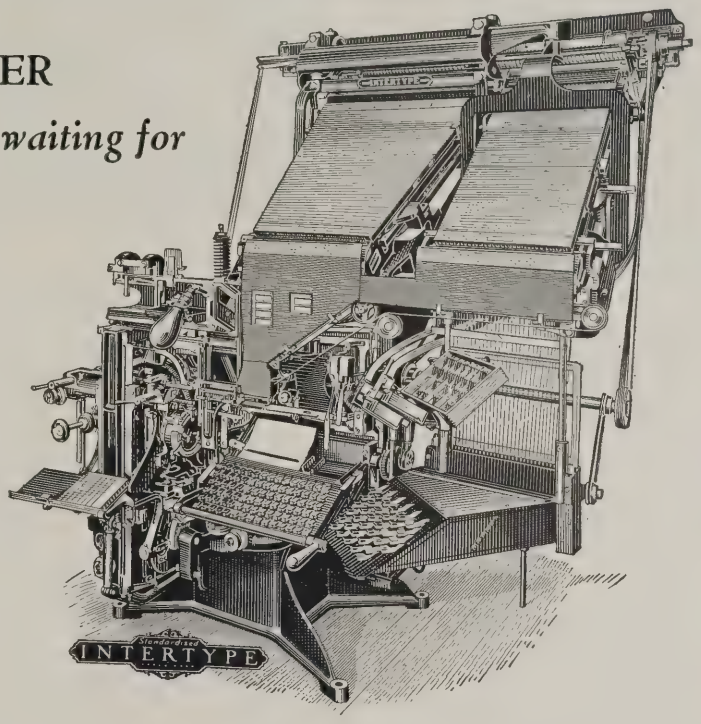
EXHIBITOR
GRAPHIC ARTS EXPOSITION
New York Sept. 5-17, 1927

For Economical Composition

INTERTYPE *with Equipment E-s.m.-3*

2 Main Magazines, 2 Side Magazines

The Simplified MIXER
you have been waiting for



FURNISHED IN EITHER
30 OR 42 EMS

Matrices from all the four magazines (two main and two side) can be assembled —*mixed*—in one line. Distribution to all four magazines is entirely automatic.

This machine is especially adapted to any work requiring constant changes from one magazine to another. The magazines are stationary when in operation. Changes are made by light-touch levers which instantly shift the keyboard rods from one set of escapement rods to another. And the "Mixer" is as speedy in operation as other Intertypes. Write the nearest office for Intertype literature.

Visit the Intertype Exhibit at the Graphic Arts Exposition

Standardized
INTERTYPE
TRADE MARK

INTERTYPE CORPORATION: *New York* 1440 Broadway; *Chicago* 130 N. Franklin St.; *Memphis* McCall Bldg.; *San Francisco* 560 Howard St.; *Los Angeles* 1240 South Main St.; *Boston* 80 Federal St. . . . *London; Berlin*

SET IN CLOISTER AND CLOISTER BOLD

you sincere. A man is interested in learning of your proposition as applied to *his* needs—not yours!

A big wholesale house writes a friendly letter to a business just moving to new quarters—a letter of congratulation. A resultful letter.

4.—*A LETTER MUST BE SINCERE*

WRITE only the things you honestly feel can and will be believed. When it is advisable or necessary, furnish proofs to back up your statements. Get a man's confidence and you'll generally get his business. Avoid wild statements, high pitch words and phrases and underlines in super-abundance. Accents and underlines, like diamonds, are made valuable by their scarcity.

A large publishing house writes me (on a *form* letter): "We were talking about you in the office this morning." Would *YOU* believe it? Would you believe *anything else* he had to say?

A publishing house expects me to believe them when they tell me that they are reserving a numbered set of books for me.

Tricks in letters are dangerous.

5.—*A LETTER MUST BE COURTEOUS*

MANY a lost customer is regained by a correspondent who knows how to keep his head and be gentlemanly. The hair trigger was all right for old western days but has no place in business today. Stiff dignity is not mistaken for natural courtesy.

An engraving firm takes the way of being very courteous while reminding us that they haven't heard from us for a long time. We are again doing business with the engraver.

Years ago, I received a wonderful collection letter that started out "Once in a while the best of us get into close steering quarters." Just two paragraphs of courteous, friendly collection talk. It got my check.

6.—*A LETTER MUST BE CLEAR*

LETTERature is more effective in business than Literature. Be specific and avoid generalities or covered phrases which have a double meaning. Here's an art organization that writes me a "clever" letter and does not say one word about what they have to sell.

A publication begins its letter with four lines of pun about Peary and Cook. Then follow two paragraphs. I don't know what they want me to do. Even the World's Greatest Newspaper sends us a letter filled with blatant generalities leaving me wondering just what I should do.

In contrast, here's a letter from a competitor who comes out clearly and frankly with his proposition and gains interested attention.

Tell your message so that even a child can understand it.

VICTOR KLEBBA
Vice-President Superior Advertising Service, Inc., Chicago

MR. KLEBBA, widely known as an expert on business letters, is remembered by members of a number of printing and press associations and ad clubs, east and west, which he has addressed in recent years. This article is based on an address to the International Advertising Association, Denver, June 1927, where he was chosen to cover the big subject of Business Letters. Mr. Klebba has been associated with the Kelly Sales System, Butler Bros., Bonnet-Brown Corp., and other noted concerns, and is a world war veteran decorated by Gen. Pershing and the King of Montenegro. He resides at Wilmette, Ill.

"Mediocre and poor letter-writing" is one of the charges against newspaper publishers and printers, and has been mentioned among the "reasons why" daily and weekly community papers do not get more national advertising. So, this article ought to be highly useful in several ways.—*J.L.M.*

7.—*A LETTER MUST BE NATURAL*

YOUR letter is personal conversation set down in print. Write then as you would talk to a man—naturally. Forget the false "dignity" that characterized the "beg to state" and "contents noted" relics of the dark ages.

And we still have the ancient and decrepit "beg to advise receipt of your communication of the 20th ultimo" with us. Just indifference to an important link, that's all.

It is here where the Goodrich Rubber Company saved $35,000 in one year. Instead of dictating, "We are pleased to acknowledge receipt of your letter of the 30th ultimo" a correspondent writes naturally when he dictates, "Thank you for yours of the 30th".

Another relic is that of "hoping to be favored with your order." In the business world of today, business is not gotten on hopes of favor.

Why say "In the vent that" when the simple little two-letter word "IF" expresses the same thought?

Here's a letter from the Sales Manager of a nationally known envelope house. His letters are famous for their frankness and friendliness—their naturalness. People like to be talked to rather than written to in letters.

8.—*A LETTER MUST BE INTERESTING*

EVERY person's world revolves around his own ego. When a prospect inquires about your product, write to interest *HIM* and *not* to please yourself. Present your story through *his* eyes. You'll get farther toward your letter objective.

A paper house prattles in this letter about a barefooted boy making lemonade and nary an interesting word about their product or our use of it.

I have three boys. An insurance man starts out a letter with, "Most men are concerned about the education of their children" and goes on to explain how I can easily provide for the education of my boys. He interests me.

9.—*A LETTER MUST BE CONCISE*

NEITHER curt brevity nor long windage must govern. There is a happy medium. Tell your story completely—whether it takes three lines or forty pages—but keep out all excess.

A lithographer writes five lines in his inquiry-getting letter and expects his reader to become enthused. Replies to a letter like this come in spite of it rather than because of it.

Here's a bombshell for the "single-page-is-the-limit" enthusiasts in the audience. Eleven pages of single space typing. Individually dictated—sells sales and advertising service to a retail merchant. Too long? Not at all. It closed a sale for $1,250.00 worth of service. The T. K. Kelly Sales System of Minneapolis, where this letter was written, is nationally known for its effective mail sales work. The letters written to a prospect inquiring about its service range from seven to twenty-six pages in length. To the man who says, without qualification, that these letters are too long let me reply with the statement of fact that

An Invitation
to visit
our Exhibit at the

Graphic Arts Exposition

New York
September 5th to 17th
1927

Our showing will include a variety of new and fresh type faces and typographic materials of interest to printers, typographers, advertisers and advertising professionals

Various specialties of our manufacture will be demonstrated

This Exposition is an opportunity to see "under one roof" everything new and worthwhile for producing better printing and better advertising—an opportunity that will not come again in years

Resolve to keep up with the procession . . . resolve to come . . . and be sure of a cordial welcome at the B. B. & S. booths

Barnhart Brothers & Spindler

Type Founders

Manufacturers and Merchants of Superior Printing Equipment

III—ADVICE to the LOVELORN Press Agents, yclept : : : THE SHOE ON the OTHER FOOT

TRADE PAPERS EASY MARKS, says J. K. Groom, famed Inlander, and director of national advertising for the Northern Illinois Group—Aurora *Beacon-News*, Elgin *Courier-News* and Joliet *Herald-News*—in a recent issue of his *"Dope Sheet."* The article is under the heading "Press Agentry", and as follows:

"THE Mountain travailed and brought forth a mouse. I wish the trade papers would take a little of their own medicine, and quit falling for the press agentry of large concerns that do most of their advertising by magazines, street cars and bill boards. But occasionally let loose a few hundred dollars in newspapers, as a bit of sop for the free publicity they expect to get, then tell a great story to trade papers, who publish the bunk, and a lot of newspapers fall for it and tell how these big firms have turned to newspapers, etc., etc.

"Anybody who will stop to think just once—for a second—would know that $150,000 or $200,000 in coverage of the whole United States, is too small to do more than make a gesture that is supposed to induce the retailer to stock up and newspapers to cough up their living.

"Anybody knows that no advertiser who is going to stay in the business long enough to pay his advertising bills, is not going to make his first dash into the newspapers with $1,000,000 in one brief season.

"And yet these old chestnuts are played up again and again in the newspaper trade publications.

"That kind of stuff used to be disappointing. Now it's nauseating.

"If it is not press agentry pure and simple where do the trade papers get it all?

"A firm that has been a liberal advertiser in almost every thing under the sun, except newspapers, is said to have changed their policy and this year are going to use newspapers almost exclusively. I send a copy of January, 1927 *Dope Sheet*, which tells all about the market of the Northern Illinois Group territory and solicit a place on his list because I understand he is going to enlarge his newspaper list.

"He thanks me for calling attention, etc., etc.,—but he knows nothing about any change in policy his firm is contemplating. For fear of overlooking a good tip I always follow up these cock and bull stories I read and invariably I find its story all wrong.

"It seems the firm that is really contemplating something worth while does not blazen it forth in print. It just works quietly until it is all set to go. When the news breaks, it has pretty nearly settled the matter of lists. If the publication has not done its work far enough in advance to be favorably enough known to be put on the list without direct solicitation for this specific piece of business, it is likely to be all out of luck when he hears 'the other paper is on the list.'

"That's why The Northern Illinois Group publishes *The Dope Sheet*. That's why *The Dope Sheet* says things at times that shock the sensibilities of some of our friends, and makes some fellow damn the writer. Just so everybody who gets the little teaser will read it and thereby get so familiar with Joliet, Aurora and Elgin that our papers just naturally slip onto the lists at the proper time in their construction, just like a wheel onto a tin Lizzie in the big Ford factory.

"But let me start as I began: I wish trade papers would withhold their 'big lineage breaking' stuff until the firm they are boosting, at least has an inkling of 'a possible change in policy.' "

"NPJ" has not only "failed to get enthusiastic" over these "Promising Campaigns", but has never printed a line about them. We cheerfully reprint Mr. Groom's article, because he says some things we've wanted to say, and didn't know how to say so that they would get over.

It is not encouraging to sit in a convention or at a (free) banquet to newspapermen, and hear the newspapermen cheer and clap when somebody soft soaps them on the back or holds out one of these "Promising Campaigns". Honest! Mr. Groom touches the heart of the "Free Graft Publicity" problem. Also, refer to our editorial in June "NPJ", "The Liberty of the Press."—*J. L. M.*

the Kelly System closed over 25 per cent of its inquiries on its first letter. The proof of the pudding.

10.—*A LETTER MUST BE POSITIVE*

EVERY human action begins in a thought. A positive thought must precede a positive action. Suggest a definite *positive* action for your reader to take. A prominent publisher starts off a letter with "Don't put it off longer." Why suggest putting anything off? Why not reveal the advantages of immediate action?

E. J. Heimer is noted for the results he gets from his letters. Here's the close on one of them—

> *"Mark the items you are interested in—return this letter to us—we'll send on the descriptive literature."*

One very successful letter suggests "Mark your O. K. on the margin of this letter, indicating your desire to receive it—is all that is necessary." A refinite suggestion of a definite action.

In writing letters, one cannot too closely follow a definite line. The individual problems are too different to permit following a set of water-tight rules. However, I personally feel that uniformly greater results will be obtained from business letters if we try to follow these simple *Ten Demandments* as much as possible.

SHOULD the advertiser persist in retaining empty phrases of self-praise, all right. But their proportionate cost in the copy should be deducted from advertising and charged up to vanity. It is unfair to send advertising out to work with its message subject to an immediate discounting. — *Printers' Ink.*

TREAT ALL FREE-SPACE GRAFTERS ALIKE : : :

CHARLES E. BROUGHTON
Sheboygan (Wis.) Daily Press

WE wonder if the average editorial writer has stopped to consider the necessity of treating all free-space grafters alike. Frequently, picking up daily newspapers, we find that a great deal of free publicity is given magazines, and every time that a newspaper writer does this, he is treating his own advertisers unfairly.

Magazines would not send out these so-called clip sheets if they were not given consideration, and we urge upon the editors of this and other states to treat magazine free publicity the same as they treat the material of other pirate press agents.

Weekly we receive these clip sheets featuring some national publication. In line with an established policy, we consign them to the wastebasket. We subscribe to a great many magazines. We buy and pay for them, but we wouldn't be able to do this if we gave away our space. There isn't a magazine published that would render a like service for a newspaper. : :

We know that a large number of editors broadcast these free "readers" along with book reviews, and in exchange for a book or a magazine that would not cost more than $3.00 a year they are willing to give away ten to fifteen dollars' worth of space. Let us draw the line, treating everybody alike. We have advertising space for sale. Let us sell it, not give it away. Let us select our own news for our columns, thereby making our paper more of an asset to the community.

When we do this we will have solved one of the perplexing problems in the newspaper fraternity—that of killing off and getting rid of ingenious press agents who wax fat through the liberality of a fraternity that still thinks in terms of the days when we were willing to accept potatoes, wood and numerous other commodities in exchange for our newspapers. Sometimes we think this age more gullible than the past one, for today we have discarded a worn-out and unprofitable policy as to circulation and substituted in its place dealings with publicity pirates for free space.

OF COURSE THE MORAL: USE the NEWSPAPERS

AN ordinance adopted at Danville, Va., prohibits placing hand bills in parked automobiles and the placing of labels on radiator caps. Car owners complained and authorities objected to the litter in the streets.

100-Year-Old Weekly Now 12-Ems, 7 Col.

Groaned Under Excessive Load; Gets on An Even Keel

By PAUL BITTINGER

FOR over 100 years the Plymouth (Mass.) *Old Colony Memorial* weekly, has been published with but minor changes in its form. Two years ago we were faced with the problem of caring for additional advertising, increasing costs of manufacture and constantly increasing circulation. Our equipment which was designed for 1915 conditions, and which must be used for other than newspaper work, was groaning over the extra load. We realized that something must be done if profits were to be kept away from the vanishing point.

WE agreed that there was one of two ways to meet our problem—either we must install additional equipment to care for the peak load of our increasing newspaper business or we must devise some way whereby our present equipment could be made to turn out a greater production without an increase in our overhead expense.

The addition of a flat-bed web-fed press, we knew, would solve the production problem, but we did not see how such an investment would solve the problem of holding down the overhead. Remember — our equipment must be adaptable to other than newspaper printing. We had always believed in small plant investment but keeping it busy. Such a policy we think spells *profits*.

We next considered how we might increase the productivity of our men and the machines in use. Our analysis showed that this could be done by changing our paper from a 6 col. 13-em size to a 7 col. 12-em size and by changing the page size to 1-inch wider but with no change in depth.

We decided upon this change and then devoted our attention to formulating a plan to make the change over with the least disturbance to our plant.

Our press was found to be large enough to care for the increased size form. The problem of chases disturbed us, for we wished to make the change with a minimum of expense. The solution was found in cutting the two outside bars of a double-page chase and then welding in a piece which when finished gave us the desired increased size. By adding an equal-sized piece on each of the two outside bars, the center bar was in the same relative position to the outside bars as before. The result was a perfect chase for our purpose with a cost of only about two dollars for each chase made over. We remade seven chases in this manner and they have worked perfectly now for nearly two years.

(PLEASE TURN)

ELECTED TREASURER of NAT'L EDITORIAL ASSOCIATION EIGHTH CONSECUTIVE TIME

W. W. AIKENS

TREASURER
National Editorial Association

PUBLISHER & OWNER
FRANKLIN (IND.)
Evening Star

YOU don't "hear much out of" the Treasurer of the N. E. A. Sort of a "*Silent Cal*" of that great organization. Mr. Aikens typifies those forces in organization work (just as necessary, and often *more* necessary than the *public* endeavors!) that are "unseen", something like electricity or radio waves, if you know what I mean. Mr. Aikens has been treasurer of the National Editorial Association these many years; yet, you seldom see his name or picture in the papers, and he is never in the limelight at the conventions; but he is "going" all the time. Yes, such men are needed as much as the others.

MR. AIKENS apprenticed in the old fashioned way in the office of the Newark (Ohio) *Advocate*, in 1874; established the Franklin (Ind.) *Evening Star* in 1885, and has been continuously in charge with the exception of three years when he retired, only to repurchase the plant with his present partner, R. H. Sellers, for $60,000—said, at the time, to have been the largest price paid in Indiana for a small town daily. By successive stages the *Star* has been greatly increased in mechanical value and public prominence. Franklin, Ind., has 4909 population, and the *Star* at present is running at the 3247 net mark. The home carrier delivery is 1368.

W. W. AIKENS was secretary of the Southern Indiana Press Association, and later treasurer, when that organization existed, 1889-1907; is a member of the Indiana Democratic Editorial Association, and was elected treasurer of the National Editorial Association May, 1920, at Boston. He was re-elected for the eighth consecutive year at Omaha at the 1927 meeting. He has been a member of the National Association over twenty-five years and as treasurer has seen the funds grow from a deficit to a balance in the treasury at the last report, of $16,924.11—*J. L. M.*

HUNDRED-Year-OLD WEEKLY PROFITS on 12-Ems, 7-Col.

Manager Describes Why and How His Force Made the Changes Under Unusual Problems

(CONTINUED FROM PAGE 37)

IMMEDIATELY after publication day one week we began to prepare for the new sized paper which was scheduled for the following week. All spacing material for the paper was cut down to 12 ems. Break rules, advertising rule and in fact all newspaper material was cut to the necessary new size. We went to press with all preparations 100 percent ready. The Linotypes were prepared for the change by obtaining the necessary liners.

PAUL BITTINGER
Plymouth (Mass.) Weekly
Old Colony Memorial & Sentinel

All rerun ads were run in the outside column which made resetting unnecessary. Foreign advertising which was on hand and in the 13-em measure was also run in the outside column as was all W. N. U. plate in the 13-em measure. There was sufficient margin in the outside column to care for the 13-em measure although the page did have a crowded appearance. Three weeks' time, however, saw only one or two ads which were necessary to run in the outside column.

We prepared a notice in the form of a postcard which we mailed to all our advertising agencies. On the address side of the card we printed in red ink the words, "*See Reverse Side For Important Change In Page Size*". On the reverse of the card we gave the specifications of the new page size, the advertising rate and other pertinent facts. These cards resulted in practically every agency sending us through plates in the new-sized measure with their new contracts.

WE consider that this change in our paper was one of the wisest things we ever did. In our case the change has resulted in:

Automatically increasing our advertising rate by about 8 per cent per inch.

Increased the production of our press by about 15 per cent per hour.

Made a better balanced page.

Reduced costs of make up, lock up, etc.

On the basis of 6 col. 12-ems to the column per page, if we had 96 columns of advertising and news material it was necessary to make 16 individual make-ups and lock-ups. Under the new method this same amount of material can be prepared for press with only 13 5-7 individual make-ups and lock-ups. We found that practically the same amount of copy would go in a 12-em column as in a 13-em column.

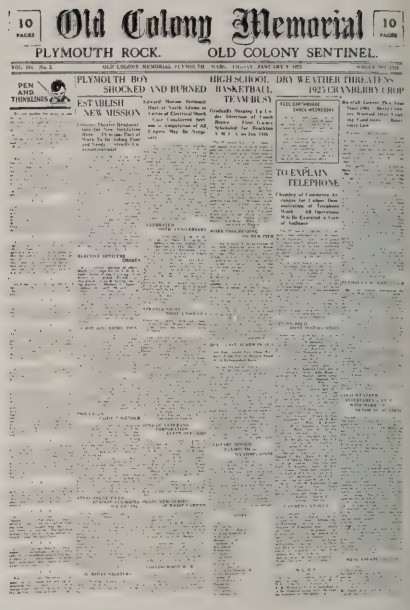
We print an average of 3,500 copies, 16-page, 7-columns, 12-ems-to-column paper each week. To print the equivalent of this under the old method would cost us in press time alone about $350 more each year.

Savings are also made in the other operations of make-up, lock-up, page proofs, folding, wrapping, addressing, etc., in fact in every operation necessary in the publication of a weekly newspaper. There is also a saving in news print as we use a narrower margin. We now use stock 31x44; old size was 30x44.

We received no complaints of any kind. The paper is now easier to read. It is giving us a greater profit. It looks more up to date. IT HAS SOLVED THE PROBLEM OF MOUNTING COSTS.

Advertising can be given better display next to reading matter. Overhead is less per col. Revenue is greater per column.

No country weekly newspaper publisher who knows that Lincoln is dead will make any mistake in running a 12-em col., seven to the page, and the writer will be pleased to give such interested publishers more information desired on this subject.

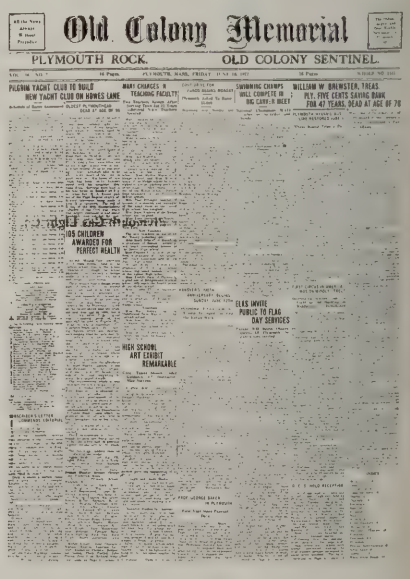

10 Old Colony Memorial 10
PLYMOUTH ROCK. OLD COLONY SENTINEL.
PLYMOUTH BOY SHOCKED AND BURNED
HIGH SCHOOL BASKETBALL TEAM BUST
DRY WEATHER THREATENS 1925 CRANBERRY CROP
TO EXPLAIN TELEPHONE

FRONT PAGE, BEFORE CHANGE

DREAMS COME TRUE but only when stone upon stone is laid carefully by the dreamer. All other dreams vanish and evaporate as bubbles.—*Insurance Field.*

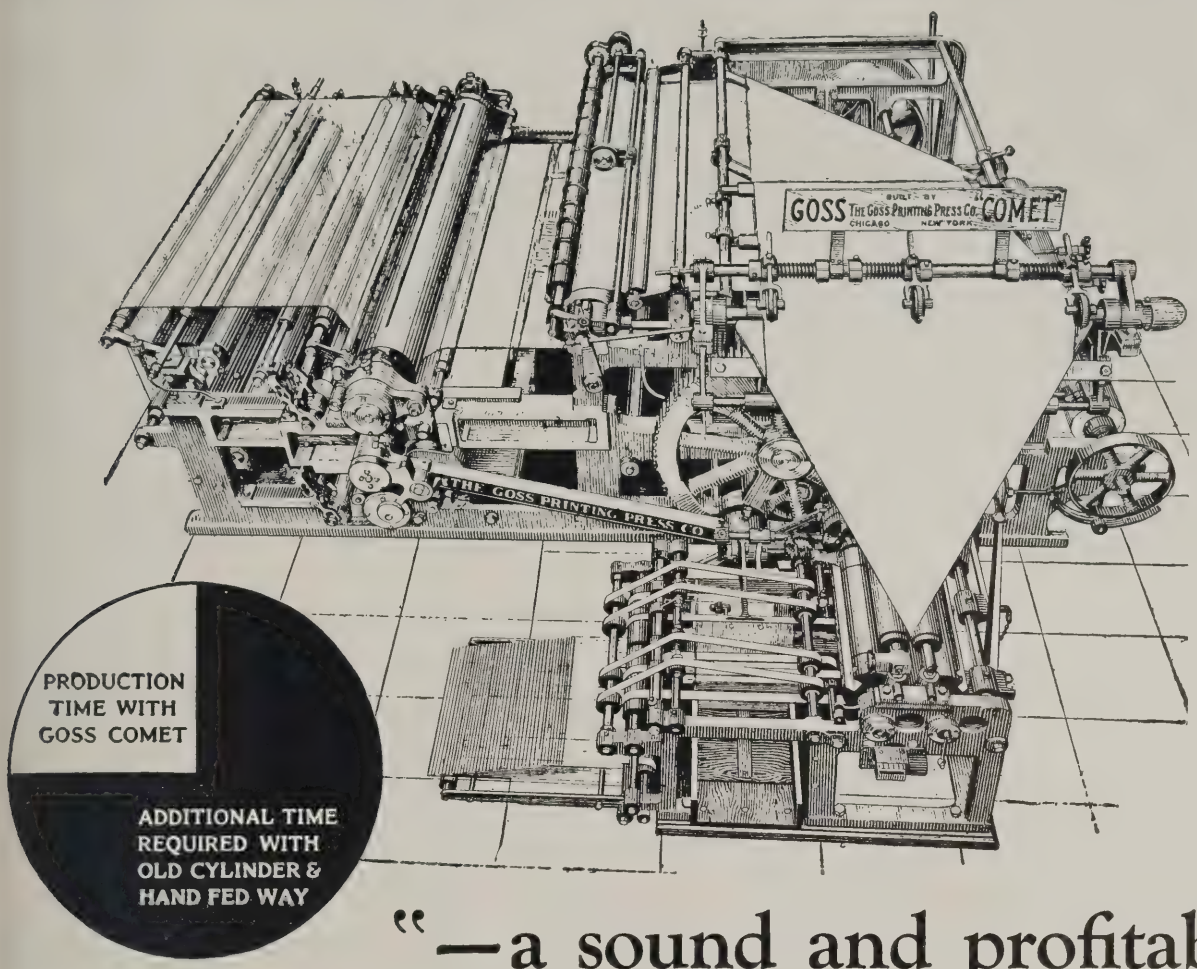
RALEIGH, N. C.—The State's modern printing plant here is minus a foreman but is running just the same. The last foreman finished his prison sentence and other printers seem to be steering clear of the penitentiary.

—*From a Southern Newspaper.*


Old Colony Memorial
PLYMOUTH ROCK. OLD COLONY SENTINEL.
PILGRIM YACHT CLUB TO BUILD NEW YACHT CLUB ON HOWES LANE
MAYOR CHARGES R TEACHING FACILITY
SWIMMING CHAMPS WILL COMPETE IN BIG CAPE-Y MEET
WILLIAM W BREWSTER, TREAS PLY. FIVE CENTS SAVING BANK FOR 47 YEARS, DEAD AT AGE OF 78
HIS CHILDREN AWARDED FOR PERFECT HEALTH
ELKS INVITE PUBLIC TO FLAG DAY SERVICES
HIGH SCHOOL ART EXHIBIT REMARKABLE

NEW 12-em, 7-Col. FIRST PAGE

LET THE TESTIMONY OF ITS USERS ANSWER YOUR QUESTIONS


GOSS
BUILT BY THE GOSS PRINTING PRESS CO.
CHICAGO NEW YORK
COMET
THE GOSS PRINTING PRESS CO.
PRODUCTION TIME WITH GOSS COMET
ADDITIONAL TIME REQUIRED WITH OLD CYLINDER & HAND FED WAY

"—a sound and profitable investment for the smaller daily"

"AFTER operating a Goss Comet ten years," states Mr. J. F. Craemer, Business Manager of the Orange Daily News, Orange, California, "we feel we speak from experience when we say that we have found the press simple in operation, economical in upkeep, free from annoying web breaks and a sound and profitable investment for the smaller daily."

Many publishers also increase their revenue by printing advertising bills (page and two page size) for which the Comet is admirably adapted. Catalog on request.

THE GOSS PRINTING PRESS COMPANY

Main Office and Factories, CHICAGO, ILL.

NEW YORK OFFICE
220 West Forty-Second Street

SAN FRANCISCO OFFICE
646 Call Building

The Goss Printing Press Company, of England, Ltd., London
Messrs. Edwards Dunlop Company, Ltd., Sydney, Sole Agent for Australasia

GOSS STRAIGHT LINE HIGH SPEED

"COMET"

LITTLE BROTHER TO THE BIG PRESSES THAT PRINT THE METROPOLITAN PAPERS

ROUND TABLE

HERE IS REAL ADVICE FOR YOU: HOW TO SELL SPACE TO NATIONAL ADVERTISERS

No "Silver-Platter" Hocum, No Soft-Soap, Will You Find In This Very Practical Set of Space-Buyers' Yard-Sticks

By DUANE D. JONES
Lord & Thomas and Logan, Los Angeles

— REPRINTED BY SPECIAL PERMISSION FROM PRINTER'S INK, NEW YORK —

WHEN I first sat down at a space buyer's desk, it was with a selling background of my own. I had been a salesman in the hard field of investment securities. : : :

In making up an "audience" for given advertising purposes, the fitting together of newspapers suitable for the specific purpose, is often an intricate job.

One newspaper space salesman was nearly a hundred per cent "Me and mine" proposition. His paper had just installed a new press, or stood first in some specialty like "Found—dogs," or his town beat the State in bank clearings last month.

It never occurred to the salesman to regard me as a merchant, buying something which I had to sell again. Yet such I was, and am. For the space buyer, account executive, and other executives making up the list, or audience, must often sell it in turn to the advertiser.

: : : I have seen advertising defeated in purpose by badly chosen mediums, substituted against the space buyer's protests, : : :

GOOD FACTS BURIED DEEPLY

EVERY morning the space-buyer's mail brings circulars, pamphlets, cards, broadsides and other pieces of advertising from publishers. He hasn't time to read them then, but they will be needed in his work later on. So a girl files them away. And the pity is, that *the facts he wants are often missing, or buried in irrelevant assertions.* Nine-tenths of the material sent out by publishers seems to be designed to attract attention at the time when the space-buyer's attention is concentrated on other things, and cannot be diverted.

And when the publisher does get the space buyer's attention, he says little to affect the decision, because he does not understand the yardstick by which the values he offers are measured by the buyer. "Me and mine" again. : :

There are five of these yardsticks.

Ultimately, the necessary information about mediums will be standardized on some such yardsticks, I believe, just as the facts about circulation have been systematized in the standard rate card. These yardsticks are:

1.—*Circulation.*
2.—*Prestige.*
3.—*Lineage.*
4.—*Merchandising co-operation.*
5.—*Market data.*

While a campaign is being prepared, the account executive is deaf to suggestions as to mediums, and the space buyer has not yet been given orders to purchase space. The commodity is being studied, the appeal decided, the copy written, the auxiliary work planned. *Not until these details have been finished is it possible to select the audience or list of mediums.* But when the time comes for that, the space buyer is as keenly interested in studying mediums as was the account executive in analyzing the advertiser's business.

YARDSTICKS OF CIRCULATION

THE first yardstick applied is circulation. This includes milline and card rates. : : The spacer buyer wants to know about quality and character, too. What class of people read the publication—men or women, bankers or flappers? Where is the buying power of its community located, and how does it cover the city, suburbs, rural territory?

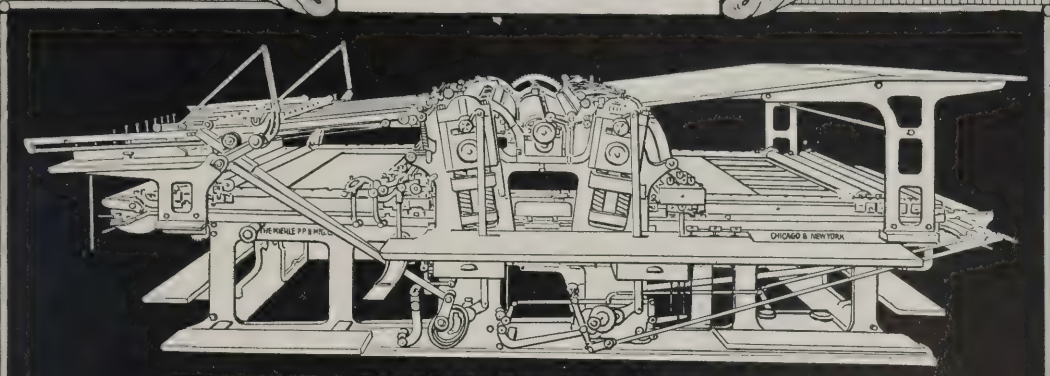
"Prestige" includes a different group of characteristics—everything pertaining to the *kind of people who read the publication.* If the paper has just bought a new press, that fact is pertinent to prestige, because it may mean that the sheet will be better printed. *The paper itself tells a good deal to the space buyer.* : :

"Lineage" indicates lines of interest in the audience. Here is where the space buyer will consider that gain in *"Dogs —Found"* advertising the salesman is eager to tell him about. For if people find their lost dogs through this newspaper, it indicates that it is read by a specially interested audience, dog fanciers, or dog robbers, or what you will. Advertisers do not stay in a publication unless they get results. So *every indication of special advertising is valuable to the space buyer* in making up audiences for a given campaign. He appreciates facts, not arguments.

"Merchandising Co-operation" means all those things the publisher is willing to do for the advertiser apart from selling space. This is a field in which many publishers have gone too far—or at least far enough. Will the publisher send out men to place a window card in every drug store when the "In-Flew-Enza" campaign starts? Maybe his representatives will also place three packages of the remedy with each druggist—No? Is that going too far? Will his men call on jobbers? Will his staff distribute literature for the advertiser?

When I say that they have gone too far, I am speaking

The Miehle



The Miehle Two Color Press

ACTUAL SAVING

THE Miehle Two-Color Press does much more for its owner than save running time. It reduces waste to a minimum; it greatly lowers spoilage by reason of cutting the handling in half.

It eliminates imperfect register. It saves floor space.

It is, therefore, not possible to rate it merely as two presses rolled into one. It is much more; a unit for the complete production of two-color work.

MIEHLE PRINTING PRESS & MFG. CO.

Main Office and Factory Fourteenth and Robey Streets, Chicago

Operating Exhibits: Transportation Building, Chicago Printing Crafts Building, New York

Sales Offices:

PHILADELPHIA BOSTON DALLAS SAN FRANCISCO LOS ANGELES ATLANTA, Dodson Printers' Supply Co.
OKLAHOMA CITY, Western Newspaper Union SALT LAKE CITY, Western Newspaper Union

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

YOU HAVE NEVER BEFORE HEARD OR READ SOUNDER ADVICE on SANE AD WORK than THIS ARTICLE HOLDS

JAMES O'SHAUGHNESSY

—Exec. Sec., American Association Advertising Agencies—

From an Address at the Denver Convention of the International Advertising Association, in June

—portrait by John N. Kelley, N. Y.—

SETTING TYPE is not much harder than writing advertisements. Either can be a DIS-service. If INTELLIGENCE is the guide in either type-setting or in writing advertisements, then that is something worth considering. Of the two callings, TYPOGRAPHY IS THE GREATER.

WITHOUT typography the word "advertising" would not even have a place in the dictionary. Advertising is the creature of typography. Typography is type endowed with sensibility, intelligence, and will to act. In a moral sense, typography is a person who is a subject of duty. He has a conscience to know his duty and to impel him to do it. If the type is used to tell the simple story of a sash weight murder for instance, it has a clear duty that is more than simple. It has the duty of saving the reader from disorders, ranging from nausea to myopia.

THE DUTY of advertising is to translate the thoughts of the advertiser to the mind of another person. The purpose in the thoughts of the advertiser is to make a sales offer to the person who reads it. The duty of typography is to convey the offer serviceably to the purpose of the advertiser.

ADVERTISEMENTS reach the eye of the reader unexpectedly. If the typography is not agreeable to the reader, it may have failed in its duty.

THE DIGGING UP of antique type faces or venturing with acrobatic curves may be pleasing to the jaded fingers of an art typographer, but typography is not for Art's sake alone. It has also a business job to do.

TYPOGRAPHY is not a plaything. It is the most powerful weapon art has placed at the hand of man.

(Continued From Page 40)

from the space buyer's viewpoint. That gentleman is interested in knowing about everything that will be done in this direction, and may find it helpful in making up his audience. He is under no illusions, however—such work costs money, and is "in the rate." *Personally, I feel that the publisher's proper co-operation might well end with notifying the merchants in his section that a certain campaign is to start, and when, and so on, giving them a chance to co-operate.*

"FREE PUBLICITY" HAS an INNING

INCIDENTALLY, this is where the policy on "free publicity notices" is weighed, for that is extra service, too, and costs money, and if offered, must be in the rate somewhere.

"*Market data*" include all the information needed by the advertising man in determining what sort of community the publication reaches. Here is where the publisher can tell about his town taking the lead in bank clearings, and enumerate the jobbers and retailers in every line, and talk about factory pay-rolls, or building permits, or anything that will aid in picturing the audience.

Take any publisher's promotion literature, or any space salesman's talk, and classify it by these five yardsticks. : :

NOW, CONVINCE the ADVERTISER

WHEN the space buyer has made up his list, he may have to sell it to the advertiser. Here is where he becomes a resale artist—a middleman.

"I never buy that paper!" says the advertiser, belligerently. "I wouldn't allow it to enter my home!"

"But it is read by people who use lipsticks," argues the advertising man. "You read the 'Morning Mercator'. I read it myself. But bankers and brokers do not use lipstick. The 'Evening Eros' has just the readers you want to reach."

"I don't care, I wouldn't throw a dollar to that publisher," insists the advertiser, and when his resistance has been broken down, he sets up as determined a demand for some publication of high prestige among his own kind of folks, but just as far outside his particular audience.

IF THE space buyer is viewed as a middleman, *the space seller will find himself paying less attention to tricks and stunts* designed to attract his attention, and *giving more attention to resale information that will help him hold the advertiser in line* after the audience has been made up.

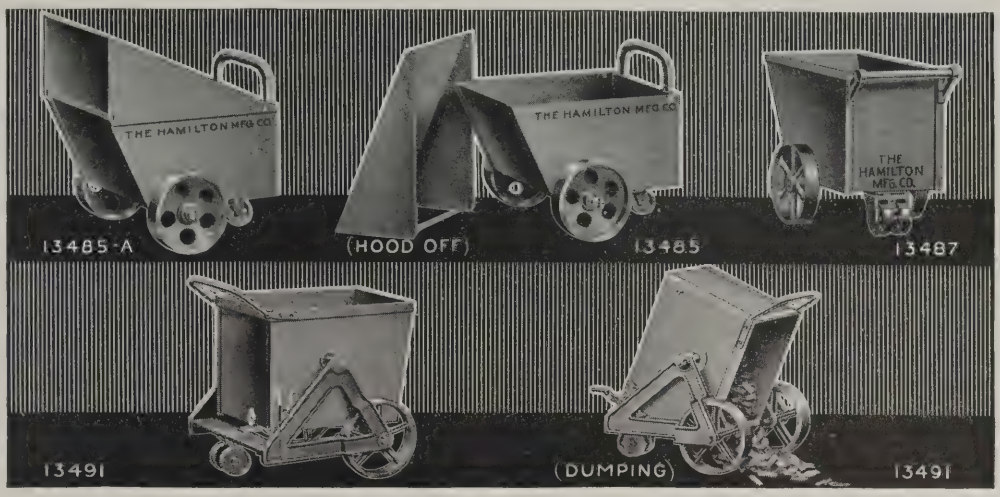
AND, AFTER YOU GET THE ADS HOW DO YOU PRODUCE THEM?

—"Just Getting By" vs. "Art in Production"—

IS "NPJ" on the right track in hammering away constantly with the proposition that the time has come for a real recognition of "THE ART of NEWSPAPER MAKING"? Was it a "practical thing to do" for "*NPJ*" to center publishers' attention nationally on this point and by offering the National Printer-Journalist Newspaper Production Trophy for the 1927 National Editorial Association convention contests?

The following is from an address by one of America's greatest retail merchandisers at the Denver convention of the International Advertising Association, last month; to wit:

"The result (of certain alleged price-smashing sales) is shattered



Metal Trucks

DESCRIPTION

No. 13485.—A small Truck very satisfactory for offices of moderate requirements. With Hood attached (13485-A) it is an excellent accessory to a Saw-Trimmer, catching the fine particles of metal as they fall through the pedestal. The Hood is detachable and nests over the truck body, so that whenever not in use it is easily removed (see illustration). Body of truck and hood are made of heavy steel and the wheels are of ample size (8 inches diameter) and strength. The small swivel caster at the rear is $2\frac{5}{8}$ inches in diameter.

Dimensions: Height overall, 18 inches; to top of body, 13 inches; width, 17 inches; length, $20\frac{1}{2}$ inches. Capacity, 1750 cubic inches. Weight, 70 pounds.

No. 13487.—This Truck was designed for use in newspaper offices and will withstand the most severe usage. It is made of heavier material throughout than our other trucks, with edges formed over and reinforced, handle rigid, and wheels and shaft practically unbreakable. The large wheels are 12 inches in diameter with a $2\frac{3}{8}$-inch face, and the swivel caster in rear is 5 inches in diameter.

Dimensions: Height overall, $24\frac{1}{4}$ inches; to top of body, $22\frac{3}{4}$ inches; width, 21 inches; length, 27 inches. Capacity, 4600 cubic inches. Weight, 170 pounds.

No. 13491.—This Truck is so easy to dump that it is usually referred to as "self-dumping". To dump, merely step on foot lever (A) thus releasing trigger (B) which holds Truck securely in upright position. The body is pivoted "off center" and will therefore automatically tip to a position where a slight pull upward on the handle will dump the contents. The operation is simple, yet positive and absolutely dependable. The body is of heavy-gauge steel, formed so as to insure maximum strength at all points, and with side-castings, wheels, and other parts of ample strength to withstand any abuse the truck should be subjected to. No modern newspaper plant can afford to be without it. The large wheels are 10 inches in diameter with a $1\frac{1}{2}$-inch face, and the small swivel caster in rear is 4 inches in diameter.

Dimensions: Height overall, $24\frac{1}{4}$ inches; to top of body, $21\frac{3}{4}$ inches; width, 21 inches; length, $23\frac{1}{2}$ inches. Capacity, 2850 cubic inches. Weight, 150 pounds.

No. 13491-A.—Same as No. 13491 but is $27\frac{1}{4}$ inches wide and has a capacity of 4000 cubic inches.

— Manufactured by the —

Hamilton Manufacturing Company

TWO RIVERS, WISCONSIN

EASTERN OFFICE AND WAREHOUSE:

RAHWAY, NEW JERSEY

FOR SALE BY LEADING TYPEFOUNDERS AND DEALERS EVERYWHERE

EXHIBITOR
GRAPHIC ARTS EXPOSITION
New York *Sept 5-17, 1927*

ROUND TABLE

confidence, suspicion in the minds of the reader when a *bona-fide* offer is made in an advertisement. The influence and force of advertising is materially reduced. The newspaper suffers.

"Newspaper publishers can do a constructive job in situations of this kind, if they wish.

"A newspaper is primarily a news medium, and if a store's advertisement does not present an instructive and constructive news message, it has no place in a newspaper.

"The newspaper publisher should be the first to feel alarm over wrong kind of advertising, because, if the structure of retail advertising totters, he will be the first to feel the effects of the fall.

"Another evil which we feel that newspaper publishers can help to remedy is the unattractive appearance of many advertising columns. Beyond doubt, the average publisher takes pride in making his newspaper present an attractive appearance. The exceptions to this rule are men who have, as yet, failed to realize the relation that appearance bears to their subscription list, advertising patronage and cash receipts.

"Attractive advertising columns, I am firmly convinced, play as important a part in a newspaper's success as do its news columns. But it is an unfortunate fact that in many cases they do not compare favorably with other sections of the paper. To determine this fact it is not necessary to confine investigation to the comparatively small newspaper, for a large percentage of the least effective advertising is to be seen in the larger city dailies.

"In most instances of this kind the fault lies with the inexperienced or indifferent copywriter, rather than with the compositor who puts the copy in type. The easiest way suffices with many adsters. They have no idea of mechanical limitations."

MANUFACTURERS : : SERVICES

ABOUT "CUSTOMERS YOU HAVE MET"

MONTREAL *Graphic Arts Bulletin*: Overcoming sales resistance is the salesman's greatest task. One way to succeed is to study the customer—size him up—ascertain his peculiarities and cater to his likes. Here is a chart of customers defining the various kinds:

1. *The Good-natured Customer.*—He smiles at your efforts and laughs at your work. Smile with him and laugh at your own expense. It helps the sale.

2. *The Doubting Customer.*—The one who questions and doubts every statement you make. Printed facts and figures go a long way toward silencing this skeptic.

3. *The Disputative Customer.*—Welcomes a dispute so he can prove his knowledge of things. A mild form of combat pleases him. Use care not to overstep the mark.

4. *The Taciturn Customer.*—One of the hardest types to handle. You have no way telling by word of mouth if you have succeeded in arousing interest. Watch the eyes of this person and be less talkative than with the usual type.

5. *The Technical Customer.*—Usually a professional man. To say you "guess" or "think" spells ruin when making your plea here. You must know to be sure with this kind.

6. *The Impolite Customer.*—Rarely, if ever encountered by a polite salesman.

7. *The Price Customer.*—The person who buys price first and article afterward. This type is easily sold by asking him to recall some particular purchases where price was the only factor. Call attention to the well-known fact that "the memory of quality lingers long after price has been forgotten."

STRATHMORE 4-GROUP PLAN HANDBOOK

THIS SERVICE UNIT of the Strathmore Paper Co., novel in many ways, shows weights, colors, finishes and sizes of forty-three Strathmore papers, a variety of envelopes to match, and a number of miniatures of direct advertising pieces, all of interest to printers and to buyers of advertising. Another novel point is the arrangement of contents into four groups: Low price level, middle price level, top price level and decorative papers of wide price range; or, as one page shows: The everyday, the prestige, the distinguished, and the decorative groups.

HARRY L. GAGE, member of the International Typographical Council, is in Europe to complete plans made earlier this year by Edward E. Bartlett, chairman of the council, for representative printing exhibits for the Fourth Educational Graphic Arts Exposition, September 5 to 17, New York. Exhibits are coming from England, France, Germany and Italy. Many will be particularly interesting to advertisers and printers because of the daring use of colors in their design. The forthcoming meeting of the International Typographic Council will be its first gathering in America.

PRINTING CRAFTS BUILDING, New York

LOCATED at 461 Eight Avenue, in the heart of New York's great west side commercial district, visions the dream of John Larkin of a building for the printing and allied trades. He financed it, and it has been acquired by a group of printer tenants. The tenants interested in the Corporation are: Rogers & Company, Eugene C. Lewis Company, Flower Steel Electrotype Company, New York Monotype Composition Company, Charles Francis Press, Bartlett-Orr Press, Stillson Press, Moore Press, Trichromatic Engraving Company and Thomas Russell Company, binders. Raymond E. Baylis, of Eugene C. Lewis Company, is president of the corporation; Edward E. Bartlett, of Bartlett-Orr Press, treasurer; Edwin Flower, Flower Steel Electrotype Company, vice-president, and George Lord, N. Y. Monotype Composition Co., secretary.

LUDLOW NEWS REVIEWS TRENDS

A RECENT issue of the house organ of the Ludlow Typographic Co., Chicago, makes the following editorial comment: "More and more the business-getting and the business-holding value of modern equipment is being recognized. This applies particularly to the composing room, where costs must be kept down if adequate profits are made, and where quality must be maintained as a means of meriting not only repeat but increased business. This trend toward modernization and the ruthless scrapping of obsolete equipment is everywhere evident. Throughout the entire country, wherever new plants have been erected, or are being erected, the experienced observer cannot help noticing the importance which is being attached to modern, efficient equipment : : This modernization applies not only to newspapers and trade publications throughout the world, but to job shops and commercial plants as well, where composition costs largely determine the profits and losses."

INTERNATIONAL COUNCIL TO MEET

EXTENSION of the scope of the Fourth Educational Graphic Arts Exposition to international proportions is promised in the meetings of the International Typographical Council, to be held while the exposition is in progress at Grand Central Palace, New York, beginning September 5. The four European members of the Council, George W. Jones, representing Great Britain; Georges Draeger, the French representative; David Stempel, the member for Germany, and Raffalo Bertieri, for Italy, are arranging to be present, in addition to the American representatives, Edward E. Bartlett, chairman of the Council, and Harry L. Gage, who are members for North and South America. It is the first meeting of the body to be held on this side of the Atlantic. Several public meetings are planned. Plans are also under way to acquaint followers

MEMBERS OF THE INTERNATIONAL TYPOGRAPHICAL COUNCIL

GEROGES DRAGER

EDWARD S. BARTLETT

GEORGE W. JONES

DAVID STEMPEL

HARRY L. GAGE

RAFFAELLO BERTIERI

of the graphic arts unable to visit the exposition with the activities of the Council. Councillors will visit typographic centers in the United States, that they may come in more intimate contact with the sources of contemporary progress here.

Followers of the graphic arts, whether they are fortunate enough to attend the meetings of the Council at the exposition or hear the individual members en tour, are certain to find the proceedings of practical interest and practical value.

George W. Jones had already served the printing industry for some years when, in 1887, he established the *British Printer* with Robert Hilton. In 1889 he conducted classes in typography in Edinburgh and London, the latter class numbering nearly 200 pupils. In 1889 he set up his own press, "At the Sign of the Dolphin", in the Ward of Farringdon Without, London, the location of another historic press—that established by Wynkyn De Worde after the death of William Caxton.

George Draeger, French member, is managing director of Draeger Freres, the printing firm established by Charles Draeger in Paris in 1887. George Draeger is a principal in the firm of Wallace-Draeger, a Paris advertising agency following the pattern of its American contemporaries, and one of the first to adapt American merchandising methods to European products.

Raffaello Bertieri, representative to the Council from Italy, is known as a "typographic patriot". Bertieri is an authority on the typographic lore of his native country, and thoroughly familar with the work of the masters of the fifteenth century and the product of the famous presses of Venice, Rome, Bologna and Milan which even now provides the world's great measure of typographic inspiration. Bertieri has put his knowledge at the disposal of his craft through the medium of *Il Risorgimento Graffico*, a printing periodical of which he is publisher, editor and printer.

David Stempel, the German member, is internationally known as an authority on type design and type founding. As managing director of the great type foundry, *Schriftgieserrei D. Stempel*, with headquarters at Frankfort-am-Main, Germany, and branches in a number of continental cities, he has devoted a life to the furtherance of the typographic art.

The chairman of the International Typographic Council, Edward E. Bartlett, for forty years has headed the Bartlett-Orr Press, and since 1913 has served as Director of Linotype Typography for the Mergenthaler Linotype Company. In 1923 he planned and wrote, with William Dana Orcutt, "The Manual of Linotype Typography", and in January, 1926, his de luxe folio, "The Typographic Treasures in Europe", published by G. P. Putnam's Sons, was greeted as a typographic masterpiece.

Harry L. Gage, the second American member of the council, is likewise well known in printing circles. In 1913 he directed the establishment of the School of Printing, Carnegie Institute of Technology, and continued its guidance until 1919, when he joined the Bartlett-Orr Press, and became Assistant Director of Linotype Typography.

NEW DEXTER MULTIFOLD FOLDER

The Dexter Folder Co., New York, in current publications announces the new device and presents the following points: It will make all the standard two, three and four right angle folds; will make two, three and four parrallel folds in exceptionally large sheet sizes; will make two parallel folds followed by one, two or three parallel folds at right angles in larger sheet sizes; will make numerous other combined right angle and parallel folds.

AUTOMATIC SLUG SAWING

That is the Subject of a new booklet by the Mohr Lino-Saw Co., Chicago. It covers the subject rather fully, in very brief space, pointing out many savings made possible by the use of such a device as the Mohr Lino-Saw. Copies are available free of charge on request.

LEON N. WHITE PASSED AWAY

Leon N. White, north side representative in Chicago of the Ludlow Typograph Company, has passed away, becoming suddenly ill while touring near Columbus, Ohio. Mr. White is survived by his wife and two brothers. Mr. White was 47. Before joining the Ludlow organization, about two and one-half years ago, he spent practically all his life as printer or printing salesman. He was favorably known in

Johnsonized

Printing Machinery

CONSULT with the Johnsons when in need of any printing, binding or type-setting machinery. The saving is worth while. More than thirty years of service to the printer.

Miehle Two Revolution Presses:

One No. 0/0 Miehle Bed 43 x 56, four pages, seven or eight column, four rollers, combination front delivery, sheet and fly, high grade job and book press. $3950.00.
One No. 1, bed 39 x 53, four pages, seven column, 13 ems or eight column, 12 ems, four rollers, combination front delivery, high grade press. $3750.00.
One No. 1, bed 39 x 53, four pages, seven column, two rollers, combination delivery, table distribution, fine newspaper and book press $3250.00.
One No. 2, bed 35 x 50, four rollers, combination front delivery, high grade job and book press. $3250.00.
One No. 4, bed 29 x 41, four rollers, combination front delivery, printed side up or down, job machine. $3000.00.
One No. 1, Miehle Pony, bed 26 x 34, two rollers, combination front delivery, high speed job machine. $2300.00.

These presses are all guaranteed for accurate register.

Babcock Optimus Two Revolution Press:

One, bed 34 x 47, four rollers, front sheet delivery, air springs, trip, table distribution, $2700.00.

Huber Hodgman Two Revolution Presses:

One, bed 29 x 41, four rollers, front combination delivery, air springs, block bearing bed motion, table distribution, high grade job machine. $2800.00.
One Huber, bed 37 x 53, four pages, seven column, crank bed motion, four rollers, table distribution, trip, front fly delivery, fine combination press. $2800.00.

Whitlock Two Revolution Presses:

One, bed 34 x 47, four pages, six column, four rollers, table distribution, front fly delivery, air springs. $1900.00.
One, bed 29 x 42, four rollers, table distribution, front sheet delivery, printed side up, air springs. $1800.00.

Century Two Revolution Presses:

One, bed 43 x 56, four pages, seven or eight column, four rollers, table distribution, trip, air springs. $2800.00.
One, bed 39 x 53, four pages, seven column, air springs, four rollers, table distribution, trip, front fly delivery. $2700.00.
One Pony, bed 26 x 35, two rollers, air springs, trip, table distribution, front fly delivery. $1500.00.
One, bed 30 x 43, four rollers, table distribution, trip, air springs, front sheet delivery. $2200.00.

Cottrell Two Revolution Press:

One, bed 26 x 39, four rollers, table distribution, air springs, front fly delivery, trip, job machine. $1900.00.

Campbell Two Revolution Presses:

One, bed 42 x 60, four pages, seven or eight column, four rollers, table distribution, trip, front fly delivery. $1800.00.
One Pony, bed 23 x 30, two rollers, table distribution, front fly delivery, fast job machine. $850.00.
One Pony, bed 23 x 28, front fly delivery. $750.00.

Drum Cylinder Presses:

One Babcock Regular, bed 26 x 31, two pages, six column, air springs, table distribution, rear fly tapeless delivery, like new. $1000.00.
One Babcock Standard, bed 29 x 42, two pages, seven column, air springs, tapeless delivery. $1200.00.
One Pony Babcock Standard, bed 22 x 26, air springs, tapeless delivery, fine job press. $600.00
One Cottrell, bed 32 x 46, four pages, six column, air springs, tapeless delivery, modern press. $975.00.
One Cottrell, bed 33 x 50, four pages, six column, table distribution, air springs, tapeless delivery, fine machine. $1200.00.
One Cranston Drum, bed 33 x 47, four pages, six column, air springs, tapeless delivery. $1100.00.
One Scott Drum, bed 33 x 47, four pages, six column, air springs, tapeless delivery. $950.00.
One Potter Drum, bed 33 x 47, four pages, six column, air springs, table distribution, tapeless delivery, late style. $1200.00.
One Cottrell & Babcock, bed 32 x 46, four pages, six column, air springs, tapeless delivery. $925.00.
One Hoe, bed 26 x 34, two pages, six column, tapeless delivery, heavy coil springs. $775.00.
One Hoe, bed 27 x 33, two pages, six column, tapeless delivery, coil springs. $575.00.
One Potter, bed 28 x 42, two pages, seven column, air springs, tapeless delivery. $925.00.

C. I. Johnson Mfg. Co.

Furnishers of Complete Printing Outfits

48 East 3rd Street — Saint Paul, Minnesota

ROUND TABLE

printing circles and formerly a member of Chicago Typographical Union No. 16.

THE PAGEANT OF ADVERTISING

ORIGINALITY marks a new series of publications by the West Virginia Pulp & Paper Co., under the title, "The Pageant of Advertising". The first of the series, as will be noted in the present issue of *"NPJ"*, starts with the beginnings of the use of the written and imprinted word for advertising purpose, in the broad sense of the term. It may be expected that this series, following through the steps of progress in advertising enterprise, will prove to be immensely interesting.

SUCCESSFUL SELLING

By H. A. APPLE, *Publisher*
In "Trade Press Topics," Milwaukee, Wis.

A PROPER mental attitude is one of the most important requisites for a good salesman. A man who is out of step with his organization or a salesman who is not entirely sold on his merchandise, enters the selling field with a handicap which cannot be over-estimated.

While there are undoubtedly many factors which go to make up the qualifications of a good salesman, I believe that the following three are the most important.

1. *A complete knowledge of your product.*
2. *A vast amount of enthusiasm.*
3. *Hard Work.*

It would be difficult to indicate which of these is the most important as the application of any one or two of the qualifications without the full utilization of the balance of the qualifications would undoubtedly make for failure. In actual practice, a good salesman must know his products, must be tremendously enthusiastic about his product and, finally, must apply himself by hard work so as to bring his knowledge and his enthusiasm to the attention of those who can use the thing the salesman has to sell.

W. G. PENHALLOW GOES TO MILLER

THE EXECUTIVE SECRETARY of the Cleveland Graphic Arts Club, formerly managing director of the Milwaukee (Wis.) Typothetae, has become Cleveland representative of the Miller Saw-Trimmer Co., of Pittsburgh, Pa.

FORCE AND BREVITY IN LETTERS

THIS IDEA is being emphasized in current advertising by the Howard Paper Co., Urbana, O., as for instance a page in the July issue of *"NPJ"*. Note this: "C. O. D., O. K., F. O. B.—What force and brevity are injected into business correspondence by these word-saving abbreviations. Properly devised forms : : perform a similar service. They hurry along instructions, sum up facts, chart progress and furnish all the finger-tip information needed to speed up business generally." Good lesson!

FIVE HUNDRED THIRTY IN THIRTY PLANTS

A FOLDER under the H. B. Rouse & Co. (Chicago) label, coming in during the hot spell in July, illustrates and lists the use of a total of 512 Rouse Roller Cooling Fans in thirty printing plants: "In winter to blow paper lint away and to keep even distribution, and in summer to avoid soft rollers and slow running presses, and always to blow the lint away from the rollers."

INTELLIGIBLE POSTAL RULES

THE DUPLEX ENVELOPE "Postal Advisor" has issued a booklet giving a resume of postal regulations, postage on various kinds of mail, etc., which is exceedingly well and simply worded. It is of special interest to service-printers, as well as buyers of printing.

COATING MACHINES IN PAPER MAKING

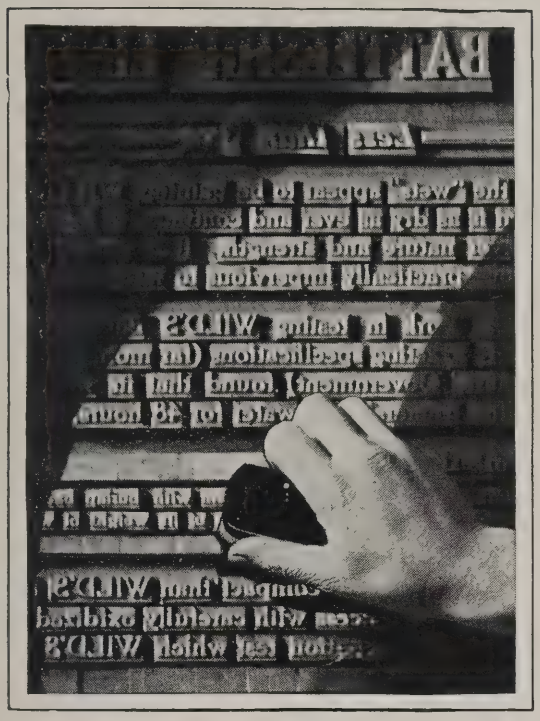
A MOST INTERESTING and amply-illustrated booklet, by the Champion Coated Paper Co., has just been received. It fully describes the expert care given (and necessary) in coating printing papers.

LEON M. SILER, NEW YORK MANAGER N. E. A.

ANNOUNCEMENT comes from the Newspaper Enterprise Association, news feature and cut service to newspapers, that the managing editor of the Cleveland service has assumed charge of the New York plant, the hub of the company's airmail, telephoto and radiophoto systems. Siler entered the newspaper business on the San Angelo (Tex.) *Daily Standard*, has been city editor of the Memphis (Tenn.) *Press*, managing editor of the Houston (Tex.) *Post*, and has held other important newspaper positions.

WALTER K. TEWS MAKES CHANGE

HE HAS RESIGNED from the sales force of Bradner Smith & Company to become the representative in the Middle Western territory of the Waterfalls Paper Mills of Mechanic Falls, Me., headquarters Chicago, 732 W. Van Buren Street. Mr. Tews will travel to keep in



ONE SWIPE AND IT'S CLEAN

By the time you wash your hands—it's dry!

Short runs are eliminated when you use Phenoid Type Cleaner.

When you are using "dirty paper," and the forms have to be wiped off frequently, or when you are changing inks on a color job, this rapid, effective type cleaner very soon proves its worth in the time it saves.

Even type caked with old, dried ink looks like new when cleaned with Phenoid.

Muddied runs become a thing of the past, and waste of paper for trial sheets is cut to a minimum.

For a general wash up—well, just try it.

This type cleaner, harmless to metal, wood, or clothing, does not even irritate the skin.

TRY—AT OUR RISK— ***Send for a quart can of Phenoid. When you have used it, pay us if you are satisfied. If not—send back the bill.***

PHENOID
TRADE MARK
INSTANTANEOUS TYPE CLEANER

CHALMERS CHEMICAL COMPANY · 123 CHESTNUT STREET, NEWARK, N. J.

Johnsonized

Printing Machinery

THE following machines are offered as being thoroughly remanufactured, complete with standard equipment and represented as being as good as new for all practical purposes.

Osterlind High Speed Jobber, sheet 12½ x 19, cylinder press style of feed and ink distribution, high speed, trip, floor space 4 x 5 feet. $500.00.

Chandler & Price, New Series Gordon and Miller, 12 x 18, automatic feeder unit complete with motor for variable speed, fountain vibrator, etc. $1150.00.

New Series Gordon, 10 x 15, with Miller automatic feeder unit, motor, etc., like new. $950.00.

One Model No. 89 Liberty Folder, sheets up to 22 x 32, right angle and parallel folds, job circular and book folding, like new. $800.00.

One Model No. 88 Liberty Folder, maximum sheet 22 x 32, job and circular folding. $700.00.

Seybold 38 inch automatic and hand clamp power cutter. $1200.00.

One Rosback Rotary Power Perforator, six heads and slitting and creasing. $300.00.

One Rosback, 24 inch punch, foot power with 20 inch perforating attachment. $175.00.

One Rosback Special Six Power Punch with four punches, round hole. $290.00.

One Saw and Trimmer complete with motor. $225.00.

One Vandercook Proof Press, rocker series, 11 x 24, like new. $195.00.

One Potter Proof Press No. 2, 17 x 25, self inker, gripper and trip. $295.00.

One No. 6 Morrison Perfection, Power Wire Stitcher with motor guaranteed like new, ⅞ inch. $325.00.

One No. 3 Boston Power Wire Stitcher, ½ inch. $245.00

One No. 2 Boston Power Stitcher. ¼ inch. $140.00.

One No. 1 Latham Monitor Power Stitcher ⅞ inch. $275.00.

One Automatic clamp Power Cutter, 39 inch. $675.00.

C. I. Johnson Mfg. Co.

Agents for all standard makes of new machinery

48 East 3rd Street Saint Paul, Minnesota

ROUND TABLE

touch with the distributors. He learned the printing trade in the country newspaper office and after service as a journeyman printer was associated with printing plants in Boston, New York, Philadelphia and Roanoke, Va. He came to Chicago as a member of the field force of the United Typothetae of America, and has been secretary of the Grand Rapids (Mich.) Graphic Arts Association.

NEW MERGENTHALER HOME IN CHICAGO

THE COMPANY has acquired the six-story building at Plymouth Court and Harrison street, Chicago, formerly one of the buildings occupied by the Regan Printing House. The Chicago agency will occupy the entire building. Walter C. Bleloch, manager of the Chicago agency is in charge of the remodelling. He said: "We have been for twenty-one years in our present location and occupy about 32,000 square feet of floor space. In our new location we will have approximately 50,000 square feet of space." Fifteen middle western states constitute the territory covered by the Chicago agency.

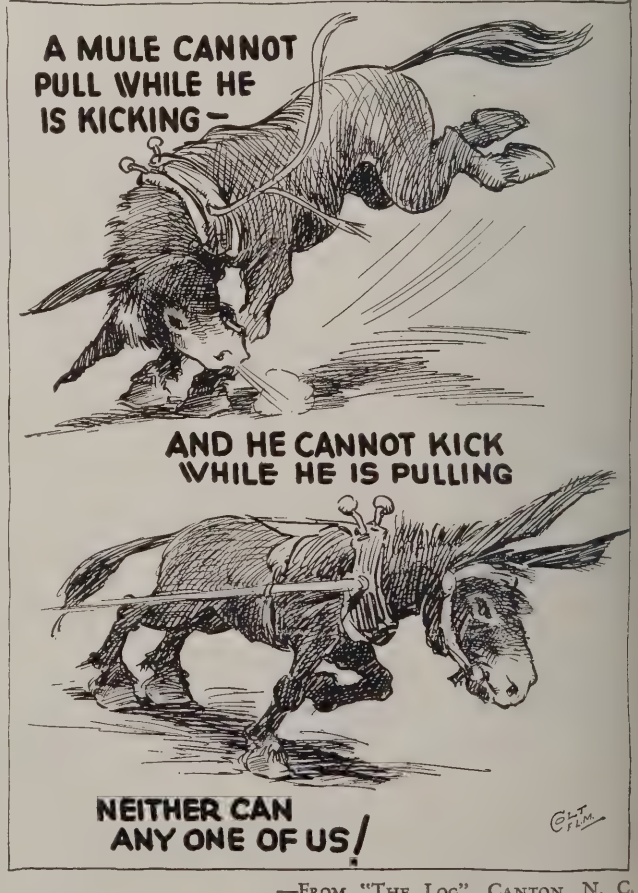
ASSOCIATION : : : : PROGRESS

PUTS IT UP TO THE MEMBERSHIP

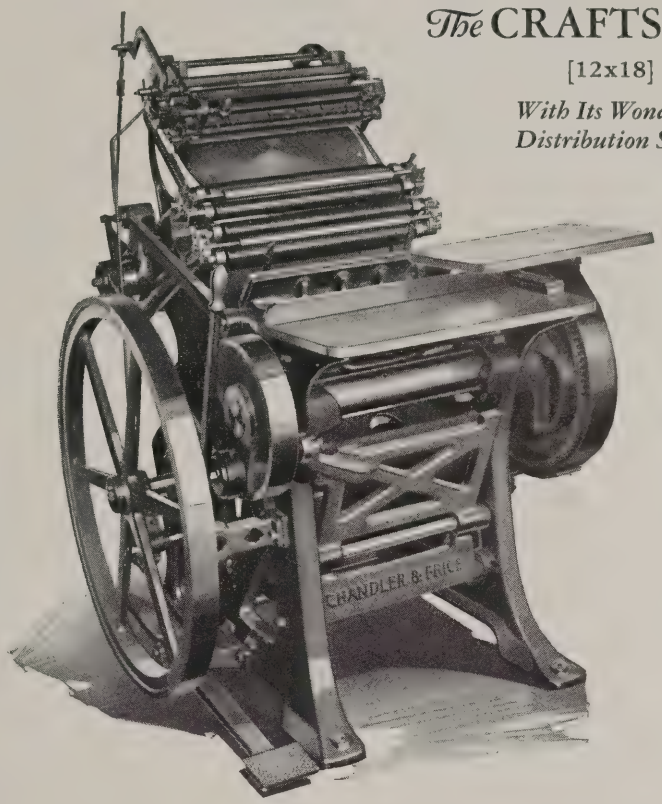
E. F. TUCKER, Iowa Field Manager, recently issued a broadside to the Iowa Press Association, headed, "Mr. Iowa Publisher—Do You Realize the True Value of the Iowa Press Association?" The circular goes on to state and back up the claim that thousands of dollars have been gained for the members and all the newspapers in the state through this co-operative activity. It points out how it avoided paper shortages, stabilized advertising and subscription rates especially through the famous Beckman survey; established a state "blue ribbon list", stopped a large number of fakers and frauds, did employment work, furnished information, helped suppress the free space grafters, did legislative work, accomplished promotional enterprise, and so on. Iowa claims first rank in state press associations as to membership.

BADGER EDITORS APPROVE STATE INSTITUTION

FOLLOWING the annual summer tour of the Wisconsin Press Association, the seventh, initial plans were laid for an annual Institute of



—FROM "THE LOG", CANTON, N. C.



The CRAFTSMAN

[12x18]

With Its Wonderful Distribution System

CHANDLER & PRICE PRINTING PRESSES

FOUR SIZES—8x12—10x15—12x18—14½x22

We carry all sizes of Chandler & Price Presses in stock at our Selling Houses for prompt delivery. When in the market for a new C. & P. Press, *write, telephone or wire your requirements,* including motor equipment, *to the nearest Selling House of the*

AMERICAN TYPE FOUNDERS COMPANY

Selling Houses located in the following cities:

Boston				Denver
New York	Buffalo	Atlanta	Milwaukee	Portland, Ore.
Philadelphia	Pittsburgh	Chicago	Minneapolis	San Francisco
Richmond	Cleveland	Detroit	Kansas City	Spokane
Baltimore	Cincinnati	St. Louis	Des Moines	Los Angeles

EXHIBITOR
GRAPHIC ARTS EXPOSITION
New York *Sept. 5-17, 1927*

SET IN MEMBERS OF THE GARAMOND FAMILY TEAGUE BORDERS

1927 Press Room Economies

BOOK-NEWS BLACK — Pronounced by many publishers as the best Book-News Ink they have ever used. It's made to suit the requirements of smaller newspapers and it's SO GOOD you can use it on a better class of printing.

This ink is shipped in steel containers, eliminating waste and leakage and the unpleasant GOBS of ink on the press room floor. You execrate these unpleasant conditions. We remedy them for you.

DITTO HALFTONE BLACK—A superior black for coated papers. Prints clean; sets quickly; dries hard.

1927 RED—A brilliant Red with bronze overtone. Suitable for all commercial work.

BRONZE BLUE No. 1—With a strong reddish metallic over cast.

FINE JOB BLACK—Adaptable to all Gordon work.

28 lb. Book-News Black	$ .18	$5.04
3 lb. Halftone Black	1.50	4.50
1 lb. 1927 Red	1.50	1.50
1 lb. Bronze Blue	1.50	1.50
1 lb. Fine Job Black	1.00	1.00
		$13.54

This Shipment to you prepaid for $10.00.

It's an economical buy from the point of quality and price. Try it! If you aren't more than pleased after a try-out we'll gladly refund your money.

You may increase or diminish the four job inks to suit your requirements.

News inks must be shipped in advertised quantities.

◈◈

Dunham-Watson Co.

PRINTING INKS LITHO

638-44 SOUTH CLARK STREET

PHONE HARRISON 5859

Chicago

Branch Office:

MILWAUKEE, WIS.

Broadway 8576 368 Milwaukee St.

ROUND TABLE

State Affairs. President Glenn Frank of the State Univerity laid out a plan for an institute attended by the leaders of thought and action in the various businesses and professions of the state. The feature of the first meeting was a discussion of farm problems and what the scientist is doing to help meet them.

ASSOCIATION DATES

AUGUST

OREGON STATE EDITORIAL ASSOCIATION, 5-6, summer meeting, Roseburg and Bandon.

EAST TENNESSEE PRESS ASSOCIATION, 11-13, Lenoir City and Loudon.

NORTH LOUISIANA PRESS ASSOCIATION, 19-20, Opelousas. (Organization of South Louisiana Press Association at same time and place).

MAINE PRESS ASSOCIATION, 19-20, annual, Lakewood, near Skowhegen.

NATIONAL ASSOCIATION OF STATE PRESS FIELD MANAGERS, 20-26, Detroit, Mich.

GEORGIA PRESS ASSOCIATION, 22-24, Eatonton.

SEPTEMBER

GRAPHIC ARTS EXPOSITION, 5-17, Grand Central Palace, New York City.

INTERNATIONAL ASSOCIATION OF PRINTING HOUSE CRAFTSMEN, 5-17, Grand Central Palace, New York City.

INTERNATIONAL TRADE COMPOSITION ASSOCIATION, 5-17, Grand Central Palace, New York City.

INTERNATIONAL PRINTERS' SUPPLY SALESMEN'S GUILD, 5-17, Grand Central Palace, New York City.

INTERNATIONAL ASSOCIATION OF ELECTROTYPERS OF AMERICA, 5-17, Grand Central Palace, New York City.

EMPLOYING BOOKBINDERS OF AMERICA, 5-17, Grand Central Palace, New York City.

UNITED TYPOTHETAE OF AMERICA, 5-17, Grand Central Palace, New York City.

MONTANA STATE PRESS ASSOCIATION, 8-10, Great Falls.

WASHINGTON PRESS ASSOCIATION, summer meeting, 15-17, Wenatchee.

MISSISSIPPI PRESS ASSOCIATION, 21-23, Clarksdale.

OCTOBER

INLAND DAILY PRESS ASSOCIATION, 18-19, Stevens Hotel, Chicago. (Other large agricultural, advertising and kindred associations will also meet there the same week.)

DIRECT MAIL ADVERTISING ASSOCIATION, 19-21, Hotel Stevens, Chicago.

NOVEMBER

OHIO NEWSPAPER WOMEN'S ASSOCIATION, 4-6, Toledo, Ohio.

PRESIDENT MEREDITH ACCEPTS THE JOB

THE NEW CHIEF EXECUTIVE of the National Editorial Association, Charles M. Meredith, Quakertown (Pa.) *Free Press,* has stated his policies as follows, for the present:

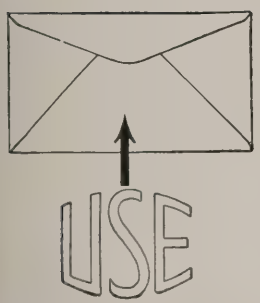
"I have made several thousand dollars from my membership in the National Editorial Association. Sitting around home I would never have had the courage to raise my subscription rates, my commercial printing prices, nor my advertising rates. I used to think if I raised my subscription rates the subscribers would quit me. I used to think if I raised my commercial printing prices that the customers would go elsewhere. I used to think if I raised the advertising rates the patrons would abandon my paper altogether or curtail the space used. But by coming in contact with the National Editorial Association brethern I found what they were doing and had done. When I tell you that I raised my subscription rates from $1.25 to $2.00 you can see where some of the thousands of dollars come from and you will agree with me that I did not lie to you in saying that I had made thousands of dollars through my N. E. A. membership. And when to this you add the increased commercial printing rates and the advertising rates plus making the paper an eight column publication where it was formerly a seven column sheet you will be fully convinced of the truth of my statement.

"So when kindly-intentioned friends in the National Editorial Association suggested that I become president I agreed to accept in that I might discharge the obligations I feel I owe to the National Editorial Association, but I made it plain that I would not ask a single member for their support because I knew the presidency of the association would call for many long hours of service, many letters, many journeys, special meetings, brain-rack and fatigue.

"I now accept the mandate and honor from your hands and hearts as an expression of your confidence and will do for you the best I can.

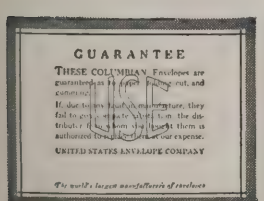
"President Roe has set a wonderful pace, a wonderful program, as did his immediate predecessors, Marble, Brimblecom, Odell and Edgecombe. Just at this time I can not think of anything more important than to carry out as my policy three features of that program:

Which shell is the pea under?



The watermarked initials of the makers appear in every Columbian U.S.E. White Wove Envelope

Look for this box with the U.S.E. all-over design



This slip goes into every box—and, of course, we are right back of it

Buying envelopes is no longer second cousin to that expensive old-time diversion

ENVELOPE buying used to be largely a matter of *matching wits and hoping hard.* The seller didn't know too much about envelopes. The buyer knew even less.

Those days of gamble and guesswork in envelope buying have gone. Columbian U.S.E. White Woves have placed envelopes on the same sound basis as your paper and printing machinery. You and your customer alike can deal in these envelopes with confidence.

When you buy Columbian U.S.E. White Wove Envelopes from your paper merchant, you know what you're *getting.* When you sell them you know what you're *giving.* The guarantee in every box protects you, as well as your customer.

If you haven't examined these new standardized envelopes, write us for a sample box. Then, see your regular paper merchant, or—we'll be glad to supply the name of a nearby distributor.

THE name, watermark, guarantee and attractive box with the U.S.E. all-over design have, for the first time, standardized White Wove Envelopes. Columbian U.S.E. White Wove Envelopes are advertised in Printers' Ink Monthly and other magazines reaching large users. That makes them still easier to sell. They are in quality neither luxurious nor cheap. They come in all commercial and official sizes from 5 to 14 and Monarch, and are moderately priced.

UNITED STATES ENVELOPE COMPANY

The world's largest manufacturers of envelopes

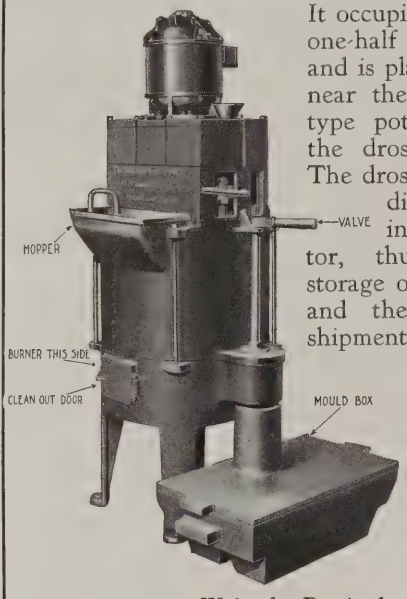
SPRINGFIELD, MASSACHUSETTS

With fourteen manufacturing divisions covering the country

COLUMBIAN White USE Wove ENVELOPES

THE MONARCH METAL RENOVATOR

—is used in stereotyping departments for the direct reclaiming of new metal from dross.



It occupies but two and one-half feet of space and is placed preferably near the larger stereotype pots from which the dross is skimmed. The dross can be immediately thrown into the Renovator, thus eliminating storage of same in cans and the packing for shipment to the smelter. The Monarch Metal Renovator will reclaim 85% new metal from your dross thereby effecting a substantial saving and maintaining the quality of your metal.

Write for Particulars

The Monarch Engineering & Mfg. Co.
1206 American Bldg., Baltimore, Md., U. S. A.
WORKS, CURTIS BAY, MD.

EXHIBITOR
GRAPHIC ARTS EXPOSITION
New York *Sept. 5-17*, 1927

"A large percent of all printing establishments will find Mentges No. 112 a desirable and profitable addition to their equipment."

This is what Mr. T. E. Dunwoody, director of the Trade School at Pressman's Home, Tenn., says of

Mentges No. 112

in his letter of Dec. 14, 1926. He adds:

"We not only fold circulars, booklets, and letters on this machine, but also it is used each month to fold the covers of our magazine, *The American Pressman*. . . . The machine has *good* speed and is sturdily built. . . . Best of all it is simple and can be *quickly* changed from one job to another. . . . This flexibility should be appreciated by thousands of printing concerns, both large and small, because practically all concerns have need of a small, fast, easily adjusted folder of the Mentges type."

These are the things that MENTGES No. 112 stand for with the trade.

MENTGES DEMONSTRATION PLAN
affords you the opportunity to try this machine at our risk

The Mentges Folder Co.
SYDNEY, OHIO

ROUND TABLE

"FIRST—A uniform rate book up-to-date from a unanimous press.

"SECOND—See through to a conclusion the anti-envelope printing legislation.

"THIRD—Maintaining the present splendid membership, keeping it intact and expanding if possible.

"In conclusion I want to say that I will ever be under obligation for the wisdom, skill and energy of Herbert C. Hotaling, Executive Secretary, for his guiding and guarding hand.

"And finally it is my hope to keep our treasury balance intact and increase it fifty per cent if possible before our next convention. In all this work I will need and will treasure and appreciate the aid and co-operation of every member of our great organization."

THAT TRADE PAPER!

NEW YORK EVENING GRAPHIC

THE trade papers of industry and commerce are to business what the scout and intelligence services are to the army. Real trade papers exist for only one purpose. The interests of the business field they represent. Such papers are always on the lookout for developments that may harm business, and always on the watch for things that may benefit and improve it (the industry).

TWO FINE WATCHES FOR WORKERS

NEBRASKA PRESS BULLETIN: "At the Hastings dinner, next to the last day of the N. E. A. tour, President Roe turned the meeting over to H. Z. Mitchell of Bemidji, Minn., and Mr. Mitchell proceeded to present Ole Buck with a magnificent Hamilton wrist watch as a testimonial. The watch is suitably engraved with sentiments expressing the kindly feelings that prompted its giving. 'It shall never leave my wrist until it is removed after I check out of this vale of tears, and best of all good friends,' said Mr. Buck. 'In behalf of the organization Mr. Mitchell also presented Mrs. Buck with fifty dollars in cash. The first thing she did in Lincoln the next morning was to step out and buy herself a fine wrist watch.

" 'I am proud of this watch for many reasons. One is because it is the loyal support and generous friendship of Nebraska editors that placed me in a position to get it. Another is the enthusiastic co-operation I had from towns, organizations, railroads, and whole regions of the state which made possible the outstanding success of the N. E. A. convention and tour. Here, again, it was Nebraska editors who helped this spirit all over the state. Personally I deserve little. Without the backing I had I could have accomplished nothing. My watch, and the splendid feeling of friendship behind it is really a tribute to the Nebraska Press Association, and to the state of Nebraska. But it is my proud privilege to wear it. Mrs. Buck, too, feels that she is only a representative of the organization and the state. We both hope for many opportunities to show our appreciation, and to continue to render service.' "

PRESIDENT MEREDITH (N. E. A.) STARTS OUT

THE FIRST MONTH of Charles M. Meredith's incumbency of the office of chief executive of the National Editorial Association, has been a busy one and portends that his plant at the Quakertown (Pa.) *Free Press*, is going to go along a great deal without the presence of its big boss. But, as was told in articles in *"NPJ"* in the past, he has a highly-developed organization, and a most loyal one. Mr. Meredith's N. E. A. work recently included a conference with W. L. Daley, Washington man of the N. E. A.; a trip to Williamsburg, Pa., at Williams-and-Mary College; a "government envelope session" at the Virginia Press Association meeting, including Mr. Daley, and yet another such session in New York, including also Herman Roe, past-president, now on a tour of Europe. Said Mr. Meredith in a letter to "NPJ":

The Virginia publishers surprised me. They told me they had limped a little in co-operation with the Nationanl Editorial Association (recent National Editorial Association tour excepted). But they were certainly enthused that morning — and gave pledges of more than $700 for a man to make a survey looking toward the employment of a Field Secretary! For Virginia exclusively, or a combination of Virginia and a neighbor-State. Probably Charles B. Spatz, N. E. A. regional field secretary for the East, will be engaged to make the survey.

CAN YOU USE HENRY LAKE'S PLAN?

HENRY F. LAKE, Gunnison (Colo.) *News-Champion*, recently issued an attractive blotter for general distribution in his community,

Goes again leads the way—
Announces new line of Certificates of Award

GET A SET OF SAMPLES

THE SAMPLES GET THE ORDERS

Few incentives can spur a child to greater effort than the desire to earn a *Certificate of Award*. All children, including yours, strive earnestly to win one. Such effort develops character and ability in the younger generation.

The new *Certificate of Award* Line, just published by Goes, sets a new high mark of excellence, both for its inspirational values and artistic perfection. Based on the world old principle of idea suggestion, it expresses that principle in terms of the modern age. Beauty of color and form, in flowers, birds, and symbolic designs, is wrought in richly blended tones by the well known Goes Direct Process of Offset Lithography. The complete series embraces five new designs in addition to the standard Goes line.

Talk to your school teachers—superintendent—school board members. You'll find a ready acceptance of your proposal that they adopt these *modern* Certificates of Award. There's a nice printing job in it for you. Perhaps not a very large job to begin with, but a steady repeater you'll be proud to have and one that you can make a substantial profit on.

Send for a sample outfit

(P.S. We'll always help you with "copy")

Goes Lithographing Company, 41 W. 61st St., Chicago

ROCKAWAY

Automatic Space Band Cleaner

Cleans and assembles thirty space bands in approximately one minute under uniform pressure, applying graphite in just the right quantity.

Machine Sent on Ten Days' Trial

If not found satisfactory you can return it at our expense. Write for the ROCKAWAY Space Band Cleaner today.

The Rockaway Co.

4926 Vliet Street Milwaukee, Wisconsin

Profit

This Way

For You

Millions of dollars in the aggregate are tied up in standing forms. How much of your money goes to make up this total, and unnecessarily so?

If you have a standard job press you are equipped to mold your own Certified mats from which you can make your own stereotypes upon a moment's notice.

If you are interested in saving yourself some money, and giving your customers even better service, our Certified Printers' mat proposition should appeal to you.

Certified Dry Mat Corp.,
338 Madison Ave.,
New York, N. Y.

Date.....

Gentlemen:

You may send us a sample of your Certified Printers' mat, together with full particulars. There's no obligation on our part.

NAME .....

ADDRESS .....

By ..... Title.....

ROUND TABLE

carrying a schedule of telephone rates from Gunnison to all important towns near by and to the larger cities to which Gunnison business men telephone frequently. The schedule-blotter has been well appreciated by Gunnison folks and as a promotion plan has been rather more long-lived than the average.

ASSOCIATION ELECTIONS

NATIONAL EDITORIAL ASSOCIATION—President, Charles M. Meredith, Quakertown (Pa.) *Free Press;* vice-president, Erwin Funk, Rogers (Ark.) *Democrat;* executive secretary, H. C. Hotaling, St. Paul, Minn., Mapleton (Minn.) *Enterprise;* treasurer, W. W. Aikens, Franklin (Ind.) *Star.* Executive Committee: L. C. Hall, Wareham (Mass.) *Courier;* L. M. Nichols, Bristow (Okla.) *Record;* J. F. Craemer, Orange (Calif.) *Daily News;* John A. Kuypers, De Pere (Wis.) *Journal-Democrat;* George B. Dolliver, Battle Creek (Mich.) *Daily Moon-Journal;* R. H. Alcorn, Rawlins (Wyo.) *Republican.* State vice-presidents to be named by the President.

SOUTHERN NEWSPAPER PUBLISHERS ASSOCIATION—President, Col. Robert Ewing, New Orleans (La.) *States;* chairman of the board, John A Park, Past-president, Raleigh (N. C.) *times;* treasurer, Walter C. Johnson, Chattanooga (Tenn.) *News;* secretary-manager (elected by board) Cranston Williams. Directors: Alabama, Victor H. Hanson, Birmingham *News;* Arkansas, J. S. Parks, Ft. Smith *Times-Record;* Florida, Herbert Felkel, St. Augustine *Record;* Georgia, John A. Brice, Atlanta *Journal;* Kentucky, Harry Giovannoli, Lexington *Leader;* Louisiana, L. K. Nicholson, New Orleans *Times-Picayune;* Mississippi, J. H. Skewes, Meridian, *Star;* North Carolina, J. B. Sherrill, Concord *Tribune;* Oklahoma, E. K. Gaylord, Oklahoma City *Oklahoman;* South Carolina, B. H. Peace, Greenville *News;* Tennessee, J. G. Stahlman, Nashville *Banner;* Texas, M. E. Foster, Houston *Press;* Virginia, J. P. Fishburn, Roanoke *Times and World News;* West Virginia, Hugh I. Shott, Bluefield *Telegraph.*

NEW JERSEY PRESS ASSOCIATION—President, Edmund H. Carpenter, Woodbridge *Leader;* vice-president, J. Logan Clevenger, Perth Amboy *News;* secretary, Fred W. Olift, Summit *Herald & Record;* treasurer, W. B. R. Mason, Bound Brook *Chronical.* Executive Committee: W. B. Bryant, Paterson *Press-Guardian;* W. A. Haffert, Sea Isle City; *Cape May County Times;* R. E. Lent, Passaic *News;* E. V. Savidge, Hopewell *Herald;* G. P. Wilson, Long Branch *Record;* F. L. Crane, Elizabeth *Journal;* and Miss Mabel Brown, Matawan *Journal.*

INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION—President, Harold Hough, Ft. Worth (Tex.) *Star-Telegram;* first vice-president, J. M. Annenberg, Philadelphia (Pa.) *Public Ledger;* second vice-president, Howard W. Stodghill, Louisville (Ky.) *Courier-Journal;* secretary-treasurer, Clarence Eyster, Peoria (Ill.) *Star.* Directors: David H. Smith, Portland (Ore.) *Journal;* H. G. Kimber, Toronto (Ont.) *Globe,* and Clarence Hixson, Syracuse (N. Y.) *Post-Standard.*

GRAPHIC ARTS ASSOCIATION—(Re-elections) President, John R. Demarest; vice-president, J. Linton Engle, Holmes Press, Philadelphia; secretary-treasurer, Edward T. Miller, secretary U. T. A.

TEXAS PRESS ASSOCIATION—President, E. A. Carlock, Paducah *Post,* to succeed the late George Neu, Brenham *Banner-Press;* vice-president, Sam E. Miller, Mineral Wells *Index;* executive committeeman, Emerson Edwards, Troup *Banner.*

ASSOCIATION OF NEWSPAPER ADVERTISING EXECUTIVES—President, Harvey R. Young, Coulmbus (O.) *Dispatch,* succeeding Frank T. Carroll, Indianapolis (Ind.) *News;* vice-president, John F. Tims, Jr., New Orleans (La.) *Times-Picayune;* secretary-treasurer, Don Bridge, Indianapolis (Ind.) *News.*

ASSOCIATION OF NEWSPAPER CLASSIFIED MANAGERS—President, C. L. Perkins, Chicago, (Ill.) *Herald-Examiner;* vice-president, W. W. Murdoch, Detroit (Mich.) *Free Press;* second vice-president, O. S. Weste, Louisville (Ky.) *Courier-Journal;* treasurer, J. J. McGovern, Albany (N. Y.) *Knickerbocker Press;* secretary, E. F. Emmel, Indianapolis (Ind.) *Star.* Directors: W. F. Hershey, Cincinnati (O.) *Enquirer;* O. M. Dempsey, St. Paul (Minn.) *Dispatch,* and A. R. Koehler, Chicago, (Ill.) *Tribune.*

COMPOSING ROOM EXECUTIVE'S ASSOCIATION (Iowa Dailies; new)—President, Leon A. Link, Waterloo *Courier;* vice-president, Thomas Kelly, Davenport *Times;* secretary and treasurer, Leo J. Carle, Mason City *Globe-Gazette.*

SOUTH EAST MISSOURI PRESS ASSOCIATION—President, Alden Pinney, Benton *Scott County Democrat;* vice-president, Fred Kies, Jackson; recording secretary, Mack Denman, Farmington; corresponding secretary, Harold Smith, Charleston.

NEW JERSEY PRESS ASSOCIATION—President, Edmund H. Carpenter, Woodbridge; vice-president, J. Logan Clevenger, Perth Amboy *News;* secretary, Fred W. Clift, Summit *Herald & Record;* treasurer, W. B. R. Mason, Bound Brook *Chronicle.*

MINNEHAHA COUNTY (S. D.) PRESS CLUB—President, W. W. Sanders, Dell Rapids (S. D.) *Tribune;* treasurer, E. P. Shively, Dell Rapids.

TEXAS PRESS ASSOCIATION—President, George T. Neu, Brenham *Banner;* Vice-president, E. A. Carlock, Paducah *Post;* secretary, Sam P. Harben, Richardson *Echo;* treasurer, Ben T. Harigal, LaGrange *Journal.*

LINCOLN COUNTY (WASH.) EDITORIAL ASSOCIATION—President, R. W. Safford, Reardan (Wash.) *Gazette;* secretary, Mrs. Ethel Hill, Davenport *times-Tribune.*

WASHINGTON (STATE) PRESS ASSOCIATION, GROUP 3—President, Virgil Sproull, Prosser *Record-Bulletin;* secretary, Hill Williams, Pasco *Herald.*

COMMUNITY : : : BUILDING

EDITOR GETS UP BOOKLET ON COMMUNITY

UNDER THE TITLE, "The Old Town", Charles F. Milliken, editor of the Canandaigua (N. Y.) *Times,* has issued a 3x6 booklet, 13-em

MONITORS

The Efficient Bindery Is Monitor Equipped

Stitchers
Perforators
Punching Machines
Numbering Machines
Embossers
Job Backers
Standing Presses
Creasing and Scoring Machines

See Our Latest Developments in Bindery Machines
At The Graphic Arts Show

Latham Machinery Company

1153 Fulton St., Chicago

New York Philadelphia Boston

FOR IMMEDIATE SHIPMENT AT ALL SELLING HOUSES

Printing Machinery and Supplies

Chandler & Price Presses • C. & P. Craftsman and Auto Clamp Power Cutters • Colt's Armory Presses
Cutters and Creasers • Boston Wire Stitchers • Boston Staple Binders • Challenge Machinery Co. Products
Lee Two-Revolution Press • Diamond Power Cutters • Hamilton Manufacturing Company Wood and Steel Equipment
Kelly Automatic Presses • F. P. Rosback Company Products • H. B. Rouse & Company Products • Type,
Borders and Ornaments • Metal Leads and Slugs • Brass Rule and Metal Furniture • Potter and
Poco Proof Presses • Vandercook Proof Presses • Southworth Machine Co. Products

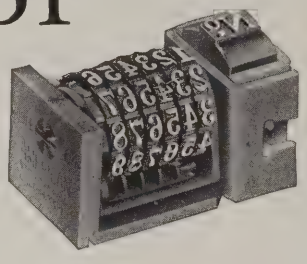
AMERICAN TYPE FOUNDERS COMPANY

BOSTON, MASS.
NEW YORK CITY
PHILADELPHIA, PA.
RICHMOND, VA.
BALTIMORE, MD.
BUFFALO, N. Y.
PITTSBURGH, PA.
CLEVELAND, OHIO
CINCINNATI, OHIO
ATLANTA, GA.
CHICAGO, ILL.
DETROIT, MICH.
ST. LOUIS, MO.
MILWAUKEE, WIS.
MINNEAPOLIS, MINN.
KANSAS CITY, MO.
DES MOINES, IOWA
DENVER, COLO.
PORTLAND, ORE.
SAN FRANCISCO, CAL.
SPOKANE, WASH.
LOS ANGELES, CAL.

Perfected for the Miehle Vertical

AMERICAN

"M-V-31" *(Six-Wheel)*



Positive in Action

Accurate at All Speeds

AT the high speeds attained by the Miehle Vertical the stock typographic numbering machine tends to throw past alignment.

Hence the new M-V-31, developed for absolute accuracy at high speed. An additional, positive retaining pawl holds numbers to hair register alignment. Model M-V-31 costs only slightly more than our standard model 31.

Over 150 American Models for all presses and uses.

Write for Prices and Detailed Description.

A Stock or Special Machine for Every Problem—Put Yours Up to US.

American Numbering Machine Co.

224 Shepherd Avenue, Brooklyn, N. Y. — 123 W. Madison Street, Chicago, Ill.

Dependability - Practicability - Durability - Value

The
Margach Feeder

for

Linotypes, Intertypes, Monotypes, Ludlows, Elrods

Eventually — Why Not Now

(With apologies to Pillsbury)

What other article is guaranteed for ten years against further cost than the $75.00 for a Margach?

And what other accessory to the typesetting machine can fill an entire newspaper page with agate lines of SATISFIED users?

Margach Manufacturing Co.

Incorporated

213 CENTRE STREET — NEW YORK

ROUND TABLE

columns each 4½ inches long, with fine cover. The material was originally an address to the Rotary Club.

F. BURTON, of the Cardston (Alberta) *News*, issued a souvenir booklet in connection with the Diamond Jubilee Celebration, running 1,000 and financing it by charging each person whose name appeared $1. "It went over big," said Mr. Burton, "and we made good on it."

AN EXCEPTIONALLY beautiful brochure comes to the desk covering the Rhinebeck (N. Y.) *Gazette*, 1846-1926, Jacob H. Strong, editor and proprietor since 1907. This paper has won numerous professional contests. The publication is wonderfully illustrated with views in the plant, accompanied by descriptions which no doubt impress the clientile with the scope of the establishment in a practical way.

BRINGS THE HOME FOLKS TOGETHER

A WALKOMOBILE DEPARTMENT is a new feature of the Woodville (Wis.) *Times*, and it has gained rapid recognition through merit and reference to it in news and editorial pages. A recent editorial: "Get acquainted with your neighbor, you may like him. Our Walkomobile will visit everybody in this whole section. Our folks will know their neighbors well by keeping track of the Times Walkomobile Journeys." The writer who does this department is called "the conductor". He carries 15 to 20 short items and paragraphs each week.

BRICK MANUFACTURERS ALSO HUNTING FREE PUBLICITY

LOWRY MARTIN, of the Corsicana (Texas) *Sun*, has sent Southern Newspaper Publishers' Association Headquarters office a letter from the editor of *Building Economy*, Cleveland, Ohio, published monthly by the Common Brick Manufacturers Association of America. "The brick editor is frank to say that all their money for advertising is being put in the magazines and will continue that way if he controls it. He says the free publicity is sought because newspapers ought to print other things than day by day happenings. He doesn't say how much free publicity is being given by the magazines. Apparently, magazines are good things for advertising, but not much on telling folks in the reading columns about building houses with brick. Mr. Martin has asked that the name of his paper be eliminated from their free publicity list."—*S. N. P. A. Bulletin*

DO YOU CHARGE PROPERLY for INK?

LABELS IN SOLID COLORS, where the ink costs run to several dollars per thousand impressions, require charging out such work including the ink as a special item. We do not believe that the case is any different, whether you are running a lot of solid colors where the ink cost would be high, or whether you are running a thousand letterheads. A certain amount should be charged on each individual job, regardless of how small the order might be. One way of placing an ink charge on small orders would be to have a minimum charge of twenty-five cents for ink, regardless of how small the amount might be.

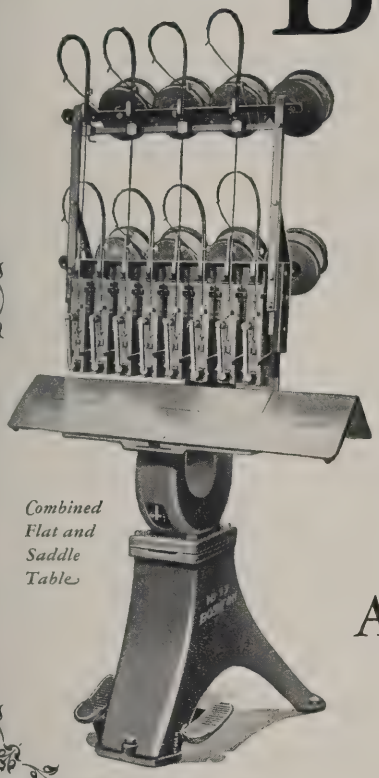
We know of one concern which adopted this policy very successfully. Not only do they make sure of not giving their ink away, but they are also assured of a little extra profit. It is never impossible to ascertain the amount of ink used on a given job. The difference in the weight of paper before and after printing will give the exact weight, to which must be added the weight of ink for makeready; also, in case of special color, wastage from washing up, before and after the run.—*U. T. A. Bulletin.*

HOW A SOUTHERNER LOOKED AT IT

FROM THE BULLETIN of the Southern Newspaper Publishers Association, quoting a member's letter to headquarters:

"We received a nine page telegram : : from N. W. Ayer & Son announcing the new Ford models. I presume this same wire was sent to all the leading newspapers in the Uniter States. The wire failed to give the size of copy or any insertion dates. We wired N. W. Ayer requesting this information but as yet have received no reply. If Ford desired to create a market for his new models, we newspaper publishers have an excellent medium for such promotion : : "

The BOSTON Multiple Wire Stitcher No. 17



Combined Flat and Saddle Table

MULTIPLE wire stitching shows a large saving over single-head work. The No. 17 BOSTON was designed for check book and pamphlet stitching and handles both classes efficiently and rapidly. Two to ten heads can be mounted on the 20-inch crosshead and instantly adjusted to the work.

Capacity, 2 sheets to ¼ inch; speed, 200 stitches per minute for each head; one touch of treadle operates all heads in unison. Standard equipment includes two heads, flat and saddle table, centering device for saddle work.

GENERAL SELLING AGENT

American Type Founders Company

Sold also by BARNHART BROTHERS & SPINDLER, all selling houses; in Mexico and South America by NATIONAL PAPER AND TYPE CO.; in Canada by SEARS COMPANY CANADA LIMITED, Toronto-Montreal-Winnipeg.

EXHIBITOR
GRAPHIC ARTS EXPOSITION
New York *Sept. 5-17, 1927*

SET IN MEMBERS OF THE GARAMOND FAMILY TEAGUE BORDERS

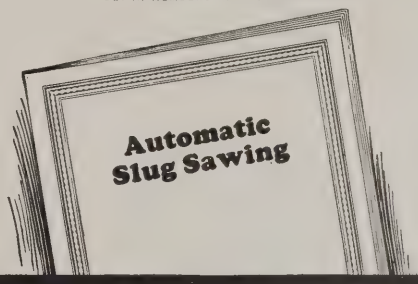
Don't Fail

to send for the new price list No. 29. It is the Printer's Envelope Blue Book. You can't keep house properly without it. Yours for the asking.

WESTERN STATES ENVELOPE COMPANY

S. Water *from* Clinton *to* Ferry Sts.

MILWAUKEE



As a Progressive Publisher

You Need This Book

Yours Without Cost or Obligation

"Automatic Slug Sawing" describes a composing room method used by nearly all the country's leading newspapers (New York Times, Chicago Tribune, Boston Post, Washington Star, etc.); by the world's oldest newspaper; by progressive printers and publishers, large and small, on every continent on earth. Being largely *pictorial*, it can be read in ten minutes. Since one of the characteristics of progressiveness is to keep in touch with progress, we know you will want your copy. Simply sign and send in the coupon!

Mohr Lino-Saw Company,
562 W. Monroe St., Chicago, Ill.

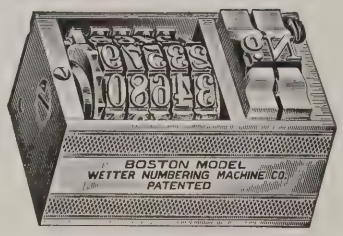
Please send me my copy of "Automatic Slug Sawing."

Name.....

Address.....

WETTER

LOW PLUNGER
Numbering Machines



Can be "locked" in the form the same as type and sometimes with type — enabling you to Number and Print at one operation.

Will enable you to do your numbering quicker.

Will prevent your work being seen by competitors.

In every way more satisfactory than sending work out to be numbered.

No. 12356
FACSIMILE IMPRESSION

ALL DEALERS

WETTER NUMBERING MACHINE COMPANY
Atlantic Ave. and Logan St. Brooklyn, N. Y., U. S. A.

Electrotype Specialists

Experience has taught us how to handle exceptional jobs in halftone and color so that impressions from electrotypes are equal in quality to reproductions from the original engravings.

We are serving and satisfying a growing clientele with Lead Mould Electrotypes and Nickeltypes of precision and exactness for their particular work.

Badger Electrotype Co.
129-135 Michigan St., Milwaukee, Wis.

THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet

The Robert Dick Mailer
137 W. TUPPER ST. BUFFALO, N. Y.

ROUND-TABLE

REBUILDINGS: NEW HOMES: ADDITIONS

Walnut Ridge (Ark.) Blade—To build.
El Centro (Calif.) Imperial Valley Press-d.—In new building.
Syracuse (N. Y.) Herald-d.—To occupy new plant.
Utica (N. Y.) Observer-Dispatch—To remodel plant.
Utica (N. Y.) Slowo Polska Publishing Co. will erect new printing plant.
Mt. Vernon (O.) Republican-News Printing and Publishing Co.—Will remodel and enlarge plant.
Wilkes-Barre (Pa.) Record-d.—To build.
Windsor (Ont.) Border Cities Star—In new plant.

A VITAL POINT in SELLING ADVERTISING to the MERCHANTS

ED A. BEMIS, Field Manager, in Colorado Press Association Bulletin: "There seems to be prevalent, among newspaper men, an erroneous idea about selling advertising. We are too prone to sell the merchant *this weeks* ad without giving proper thoughts as to how *this weeks* ad will fit into the scheme of a yearly plan. When selling advertising we should keep the *long time*, or continuous advertising program in front of the advertisers. We well know that business institutions can not be built upon a solid foundation on short time advertising splurges. The best method is to help the merchant visualize his year's program and then solicit copy from him on that basis."

NEW PAPERS

Ensley (Ala.) Industrial Times.
Bellflower (Calif.) Progress.
Norco (Calif.) Beacon.
Portola (Calif.) Reporter.
Spencer (Ind.) Evening World.-d.
Geary (Okla.) Blaine County Record.
Strong City (Okla.) Progress.
Midland (Tex.) Daily Telegram.
Dinwiddie (Va.) County News.

BOOKS : : : : : PUBLICATIONS

PRINTERS MANUAL OF STYLE

By THE U. T. A. DEPARTMENT OF EDUCATION, a new volume in the U. T. A. Typographic Library Series; $2.00; to members of the Typothetae, employes, schools and libraries, $1.10 net.—A. L. Lewis, first vice-president of the U. T. A., a noted printer of Toronto, Ont., says regarding this volume: "This textbook ought to be in the hands of every apprentice and machine operator in the printing industry. It would have been a God send to me in my early years of printing. The information contained herein I have acquired through the sometimes hard school of experience because my scholastic career ended at the age of twelve."

MANUAL OF TYPOGRAPHIC STANDARDS

BY THE NEW YORK TIMES Advertising Department, prepared under the supervision of BEN DALGIN, Chief of Advertising Production Department of *The Times;* $1.50.—Here is a treat for me and for all others who are interested in newspaper production and back up their vocation or avocation with *work*—be it writing, preaching, or laying out, setting, casting, making up, and so on. This book, a really fine job, explains simply and clearly the why and how of typographical standards for the newspaper plant. It is graphically illustrated. The New York *Times* rules are stated, and the reasons for them, both from the standpoint of the newspaper and of advertiser. The *Times* adopted rules in 1922 governing the use of blacks in advertisements, a pioneer exposition of backbone to say the least. The manual tells how to submit copy for newspaper reproduction; gives the relative advantages and rules for handling halftones, quartertones, line cuts, wood cuts, Ross board, crayon drawings, cuts and copy; the use of matrices, borders, Ben Day, preparation of copy for rotogravure advertising, and gives in addition a wealth of general information of value to those interested in newspaper typography and the mechanics of newspaper advertising.—*J. L. M.*

A YARDSTICK FOR MEASURING PRINTING

HENRY M. ELLIS, Managing Director Milwaukee (Wis.) Typothetae; copy execution by TRI-AD Direct Advertising Service, Chicago; published by NORMAN T. MUNDER & Co., Baltimore, Md.—A delightful analysis of factors that enter into the production of printing. The author expresses the hope that this publication may serve as a guide to the buyer of printing in selecting the grade that meets his need, and goes on to set up these classifications: Superfine, Fine, Average and Poor printing. It is a strong argument for buying printing on the basis of its value to the buyer, whatever his peculiar need may be when he is in the act of doing the buying—the only "disappointment insurance" there is.—*J. L. M.*

National Printer Journalist

Volume 45 Number 9

September 1927

5 cents
er copy

a year

ALFRED L. DE NOYER, New England Field Manager

Maine
New Hampshire
Vermont
Massachusetts
Rhode Island
Connecticut

Comprising

New England Press Association

Have Adopted the Field Manager Plan

ublisher:Printer Experience Exchange

Published Monthly by TRADE PRESS PUBLISHING CO., 129-135 E. Michigan St., Milwaukee, Wis.
Entered as Second Class Matter Milwaukee, Wis., Jan. 30, 1922, under act of Congress, March 3, 1879.

From the story to the newsstand—SPEED

Where the presses leave off C-H Conveyors continue the pace

AS the sun drops below the west stands a young pitcher hurls the last strike of a game that places his name in the enduring halls of baseball's fame. The "mob" rises in wild acclaim to the new hero of the national pastime.

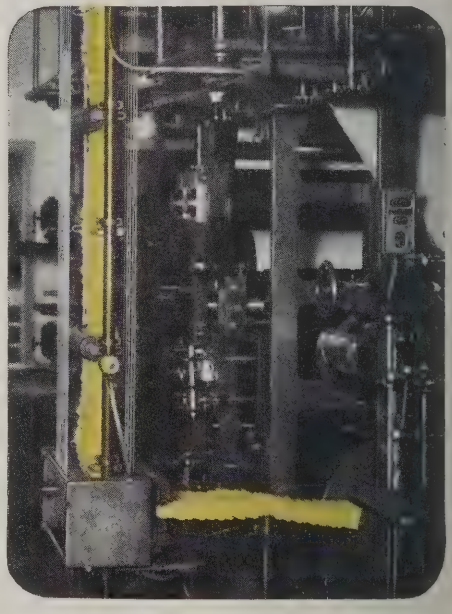
Up in the press box an unemotional sports writer tears a sheet from a copy pad and passes it to the telegrapher at his side. *The story is on its way.*

Almost before the last customer has left the park the boys at the turnstiles are calling "Sporting Edition—Latest Complete Box Scores—No Hit Game."

A miracle of speed that occurs every day. A miracle that is partly personnel—partly mechanical equipment.

Back in the newspaper plant, compositors, foundrymen, pressmen, have spent "fighting minutes" to get the "story" thru the presses.

As fast as the papers leave the presses, C-H Despatch Conveyors whisk them in a steady stream up thru a ceiling, around a corner right to delivery tables and waiting trucks. No lost minutes here—no congested aisles—no confusion. C-H Conveyors link the chain of speed between presses and trucks. They are an essential part of the news-plant's equipment that "gets the sheet on the street first."



C-H Conveyors cut to an absolute minimum the time required to get the paper from the presses to the street. Carrying the papers as fast as the presses can deliver them—up, around, in any direction, to any distance—and depositing them in counted piles—C-H Conveyors save precious minutes and costly labor. They save their cost in short order.

"The Morning Call," Allentown, Pa., (circulation over 33,000) is one of many medium sized newspapers which save time with C-H Conveyors. Note also the C-H Press Control Station.

The CUTLER-HAMMER Mfg. Co.
Pioneer Manufacturers of Electric Control Apparatus
1223 St. Paul Avenue
MILWAUKEE, WISCONSIN

CUTLER HAMMER

Newspaper Conveyors

National Printer Journalist
(Copyrighted)

Established 1883 as The Printer and Publisher
Published Monthly by TRADE PRESS PUBLISHING CO., 129-135 E. Michigan St., Milwaukee, Wis.
H. A. APPLE, Publisher and Editor
F. L. GOULSTON, Advertising Manager PAUL C. TREVIRANUS, Business Manager
Branch Offices in Leading Cities:
CHICAGO—L. M. Carroll, 743 Webster Bldg. NEW YORK CITY—C. M. Garrett, 299 Madison Ave.
DETROIT—D. L. Prouty, 507 Hofman Bldg. ST. LOUIS—C. A. Schulenburg, 509 Security Bldg.

"NPJ" SUBSCRIPTION RATES:
In the United States,
Canada, Mexico and Cuba,
$2.00 per year
Single Copies - - - - 25 cents
Foreign Subscriptions: $3.00 per year

JOHN L. MEYER
Managing Editor, "NPJ"
Associated Staff
H. J. LARKIN, E. C. KRATSCH
GEO. A. JUST

Vol. 45 Milwaukee, Wis., September, 1927 No. 9

SELLS Job Work; GETS the PRICE
DELIVERS WORK RIGHT ON The DOT
BEATS Local DAILIES on FEATURES

By NORMAN J. RADDER
Associate Professor of Journalism
University of Indiana

JOHN BEN STOTTS, president of the Indiana Weekly Press Association, and other officers were planning the program for the annual winter meeting. "Well, we've got somebody now to talk on advertising, on circulation, and on editorial subjects. The next thing is to get a man to talk on job work," President Stotts announced, after an hour or more.

"Yes, and we had better get a man who can tell us not only how to *sell* job work, but *how to get the price*," was another opinion.

"If you want a man to talk on selling job work and getting the price, I know just the man," said Rolland Brodhecker, secretary of the Association, and advertising manager of the Brownstown *Banner*. "The man we want is Paul Feltus of the Bloomington *Star*."

HARRY J. FELTUS
Mechanical Chief, Feltus Plant

"That's right," President Stotts agreed. "We'll have to try to get him."

And that's how it happened that Paul L. Feltus was booked to talk on *"Selling Job Work and Getting the Money."*

He told the association what he does. In order to find out HOW he does it, I visited him and got this story about a shop that builds good will by prompt delivery of printing, and about a weekly that competes successfully with three dailies in a city of 15,000.

"After all, 'competition' is not so much in quality and price; they are to be expected in any well regulated printing business," he said. "The competition, however, is in service, and that means delivery on time of satisfactory work. You know *service is just giving a customer what he wants and when he wants it.* Seventy-five per cent of our jobs are rush jobs.

THOSE "RUSH" ORDERS

AND here's the system Feltus has perfected for pleasing those who get into the printing market at the last minute: A blank form, called a *Delivery Schedule,* is used to record the time at which each job is promised. This schedule is simply a form ruled off for the days of the week with subdivisions for mornings and afternoons. When a new job comes in, reference is made to the Delivery Schedule before any promise is made to the customer. In some cases, of course, it is necessary to consult with the mechanical superintendent.

"In all cases, the task is to reconcile the wishes of the customer with the mechanical possibilities of the plant," Mr. Feltus points out.

The job ticket used in the Feltus plant differs from all others I have ever seen in that the space for delivery time is in the center of the ticket, and is the most conspicuous thing on it.

PAUL L. FELTUS
Manager Feltus Printing Co. Editor Feltus Publications

This plan, obviously, would be impossible without an efficient mechanical organization to back up the job

FELTUS CASTING DEPARTMENT PRIDE OF OWNERS
—Showing Intertype, Miller Saw and Ludlow Equipment—

salesman. Hearty co-operation between the mechanical department and the front office is assured by the fact that Harry J. Feltus, brother of Paul, is mechanical superintendent.

Several devices originated by Harry tend to speed up work in the mechanical department at critical times when minutes count.

The stitcher, the perforator, and the drying rack and several other pieces of small equipment are mounted on casters and may be moved easily from one place to another. A little $18 truck purchased from an Indianapolis hardware firm is found useful. One imposing table also is mounted on casters and can be moved to fit into the line of production.

The Feltus Printing Company has a Ludlow in addition to the Model C *Intertype,* and both Harry and Paul are enthusiastic about it.

"More time is wasted around the average shop in looking for things than for any other reason," Paul says. "With hand-set type the printer frequently runs out of sorts. He thinks he has enough to set an ad or job, but he hasn't. He starts looking. He uses something else which may look as well. It doesn't. He tries another family, and so on. With a Ludlow, you can't run out of type. This more than offsets the higher hour costs for the Ludlow."

Paul points out that the Ludlow selling hour cost is about $4 as compared with $3 for hand composition. "One argument is that it is expensive because of the cost of distribution," Paul says. "This is not true. A Ludlow operator can distribute his mats while the line is being cast. The hour cost for a Ludlow is about the same as for a keyboard slug casting machine. It is higher than the hand composition department because of the investment.

Incidentally, three out of the four newspaper plants in Bloomington have a Ludlow. The Ludlow is played up in all the promotional literature issued by the Feltus plant. "New type for every job of printing" is the slogan that appears on blotters, inserts, calendars, and newspaper ads. "Unlimited type and unlimited service" is another slogan used. An eight-page folder showing specimens of Ludlow and Intertype faces available is distributed. Begun originally as a one-page leaflet, it grew to four pages, and the new edition of 8 pages shows Century light and bold from 7 to 48 point, lining Gothic from 6 point to 12 point, Ludlow black, Artcraft light and italic, a full line of Cheltenham, and some specimens of Ludlow rule work. Because of the big volume of letterhead printing, the lining Gothic is used a great deal.

HOW HE WANTS THE JOB

"SELLING printing is like selling a good many other things, but in some ways it is different," Paul points out. "Nearly every customer, for instance, knows what he wants but he doesn't know *how* he wants it. He must be shown the various possibilities in his idea. Samples, dummies, type catalogs—all these must be used by the salesman in endeavoring to convince the customer that a quality job alone will do justice to his project."

No soliciting for printing is done. Paul says the shop keeps busy without soliciting, and the floor space has been increased three times in seven years.

Shop Notes, a bi-monthly house-organ for the employees of Showers Brothers Furniture factory, is one of the regular publications of the Feltus Printing plant. The price list of the Bloomington Wholesale Grocery is issued twice a month. Indiana University is in Bloomington, and the Feltus Printing plant does a large amount of work for fraternities and sororities. About fifteen publications are issued every week.

A front-page story in the Bloomington *Star,* a weekly newspaper published by the Feltus Company, recently announced that the largest commercial printing job ever produced in Bloomington had just been completed at their plant. This was the *Indiana Composite Achievement Test,* an intelligence test which is being used in all the schools of the state. The contract included the printing, folding, stitching, and trimming of 25,000

NO._____ **JOB RECORD** _____ 192____

For:

PROOF TO_____

WHEN_____

ORDERED BY_____

PHONE_____

FELTUS PRINTING CO.

BILL TO_____

—DELIVERY—

AWAITING STOCK_____

STOCK ORDERED_____

ADDRESS_____

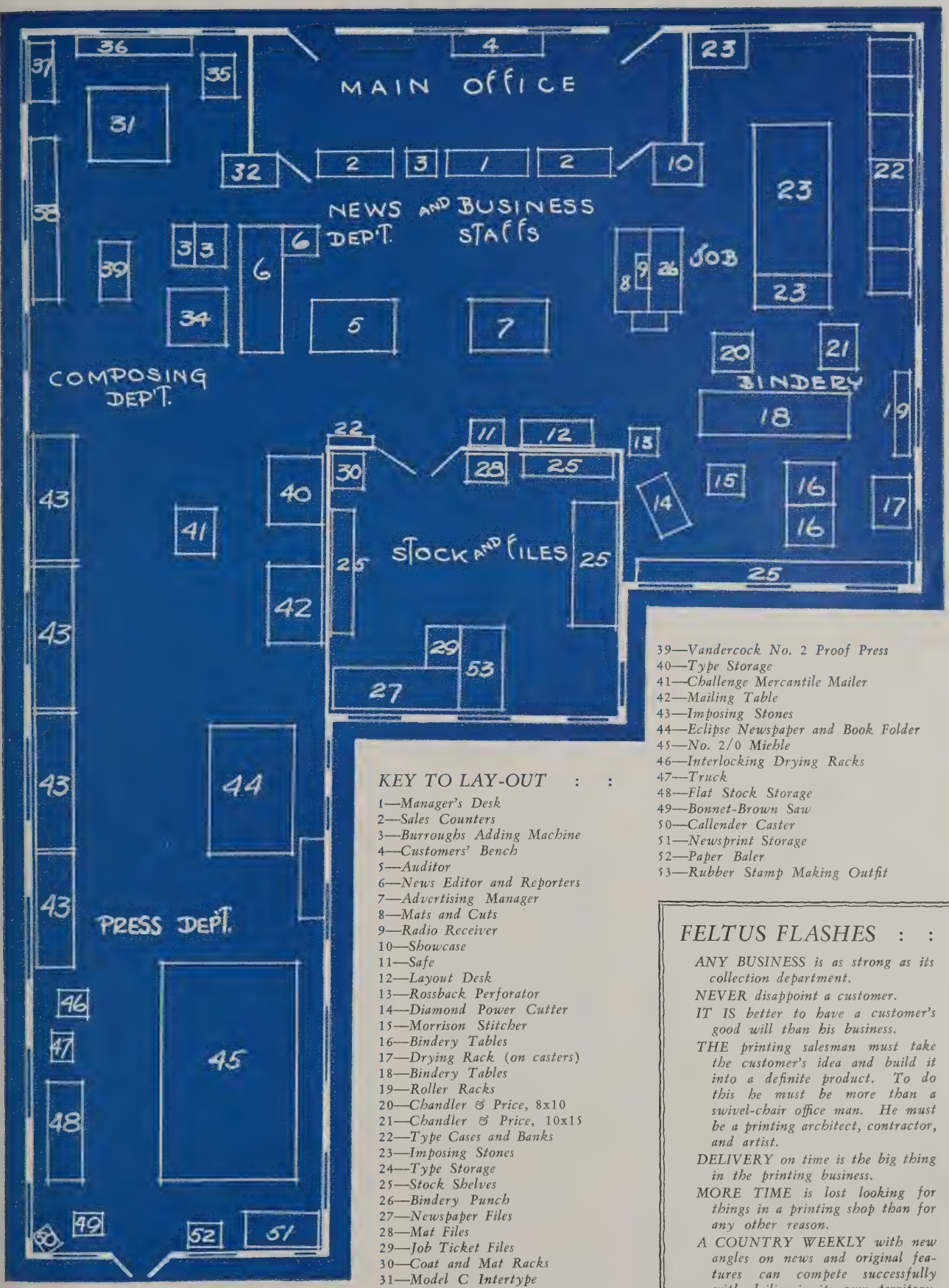
STOCK RECEIVED_____

DESCRIPTION_____

ITEMS	QUANTITY	SIZE	STOCK	INK	CUTTING	QUOTATION

Special Instructions:

JOB TICKET PLAYS UP the DELIVERY TIME
—An Essential Part of the Unique Feltus System—



FELTUS PLANT
FLOOR PLAN
Bloomington, Ind.

KEY TO LAY-OUT : :

1—*Manager's Desk*
2—*Sales Counters*
3—*Burroughs Adding Machine*
4—*Customers' Bench*
5—*Auditor*
6—*News Editor and Reporters*
7—*Advertising Manager*
8—*Mats and Cuts*
9—*Radio Receiver*
10—*Showcase*
11—*Safe*
12—*Layout Desk*
13—*Rossback Perforator*
14—*Diamond Power Cutter*
15—*Morrison Stitcher*
16—*Bindery Tables*
17—*Drying Rack (on casters)*
18—*Bindery Tables*
19—*Roller Racks*
20—*Chandler & Price, 8x10*
21—*Chandler & Price, 10x15*
22—*Type Cases and Banks*
23—*Imposing Stones*
24—*Type Storage*
25—*Stock Shelves*
26—*Bindery Punch*
27—*Newspaper Files*
28—*Mat Files*
29—*Job Ticket Files*
30—*Coat and Mat Racks*
31—*Model C Intertype*
32—*Ludlow Typograph*
33—*Ludlow Matrix Cabinets*
34—*Imposing Table (on casters)*
35—*Miller Saw*
36—*Magazine Racks*
37—*Machinist's Bench*
38—*Bank*
39—*Vandercock No. 2 Proof Press*
40—*Type Storage*
41—*Challenge Mercantile Mailer*
42—*Mailing Table*
43—*Imposing Stones*
44—*Eclipse Newspaper and Book Folder*
45—*No. 2/0 Miehle*
46—*Interlocking Drying Racks*
47—*Truck*
48—*Flat Stock Storage*
49—*Bonnet-Brown Saw*
50—*Callender Caster*
51—*Newsprint Storage*
52—*Paper Baler*
53—*Rubber Stamp Making Outfit*

FELTUS FLASHES : :

ANY BUSINESS is as strong as its collection department.

NEVER disappoint a customer.

IT IS better to have a customer's good will than his business.

THE printing salesman must take the customer's idea and build it into a definite product. To do this he must be more than a swivel-chair office man. He must be a printing architect, contractor, and artist.

DELIVERY on time is the big thing in the printing business.

MORE TIME is lost looking for things in a printing shop than for any other reason.

A COUNTRY WEEKLY with new angles on news and original features can compete successfully with dailies in its own territory.

THE PRINTING BUSINESS is a manufacturing business.

THE PRINTER who starts cutting prices is getting ready to quit business.

FRONT OFFICE, BLOOMINGTON (Ind.) STAR and FELTUS PRINTING CO.
—EXCEPTIONAL JOB BUSINESS AND WEEKLY (COMPETING WITH THREE DAILIES) DIRECTED HERE—

copies of a 32-page 8½x11 booklet on bond paper.

The Franklin Price List is used. The accuracy of these prices as regards their plant is checked periodically by means of the Standard Cost Finding System.

THREE DAILIES IN TOWN

DESPITE the fact that Bloomington has three dailies, the *Star* has a circulation of 4,150. It meets the competition of the dailies by original news and features. Its news is never rewritten from the dailies, but is always obtained from original sources and an attempt is always made to play up some angle neglected by the dailies. Sometimes as many as twelve local features run in one issue. Several are almost as old as the paper. The *Lickskillet Items* were originated 25 years ago by the founder of the paper, the late Col. Henry J. Feltus. They are a take-off on country items and are widely copied by other papers in the state.

Another popular feature that started on the editorial page, but has since been promoted to the first page, is *The Stroller,* a column of whimsical and timely observations by the editor on Bloomington life and events.

Paul Feltus, editor of the *Star,* is a young man in his thirties and the paper reflects his enterprise. He even gets out extras for big news events. Since this is a field neglected by the Bloomington dailies, the *Star* has seized the opportunity, and after the Dempsey-Firpo fight, 500 copies of the *Star* were sold an hour after the fight ended. Extras were also issued by the *Star* during the last national political conventions, and at the time of President Harding's death. All the news for one of the convention extras was received entirely over the *Star's* radio receiving set, and this was probably one of the first successful "radio extras" ever issued by any newspaper.

The *Star* goes to press at 11:20 Thursday night in order to make a 12:47 train. Frequently the first page is then made over for the local edition.

The *Star* was the pioneer in modern telegraphic service in Bloomington. Three or four local cuts appear in every issue of the paper. Practically no syndicate stuff is used. Country correspondents are paid $1 a column. An average of two local editorials appear in every issue. The editorials are attractively set 18 ems in 10 on 12.

A 7-column banner is frequently used. Careful attention is paid to headlines, make-up, advertising typography, and in a contest some years ago the paper was rated among the five best country weeklies in Indiana. Thus, Paul Feltus is probably quite right when he says that they do not solicit job work except insofar as the good appearance of the newspaper is a solicitor and advertisement of the quality of their work.

THIS EXPERIENCE STORY TELLS How

To "Handle" Copy
Write Handy Headlines
Use a Mat Service
Win Circulation
Sell Printing
Speed Up Machinery
Get Things Done

ADVERTISING ENTERPRISE

THE Bonnett-Brown advertising mat service is used. The *Star* last year carried 40,000 display inches of advertising. The rate is 50 cents for foreign and from 25 to 42 cents for local.

Another example of *Star* enterprise is its distribution service for merchants who want to combine house-to-house coverage by dodgers with newspaper advertising. The Feltus Company helps the merchant write his ad, run the ad in the paper, reprint in dodgers, and then distribute the dodgers to every house in the city or in the county or both. The rate for door knob distribution in the city is $4.50 per thousand.

The paper has made arrangements with a man to handle this distribution of the dodgers. He pays his boys 30 cents an hour. It has been found better to pay boys by the hour than by the hundred. This co-operative arrangement with the distributor has been found a real business builder. The distributor recommends advertising in the *Star* to the merchant who comes to him with an order for distribution and the *Star* gets business for the distributor.

COPY RUNS EFFICIENTLY

JUST as in the job department many devices are employed to save steps, so in the production of the newspaper

every effort is made to save time. All copy for the paper is not hung indiscriminately on one hook, but is placed in envelopes. There are seven of these large envelopes, one for each distinct department in the paper. The envelopes are labeled "P-1," "Soc," "News," "If," "Ag," and "Ed." The envelopes are kept in a metal box conveniently placed near the Intertype operator. Thus when the operator sets for the paper, he starts on one envelope and sets everything in that envelope. The result is that when he dumps on a galley, he places a "Soc" or "P-1" slug at the head of the galley and saves time in not being compelled to change slugs frequently. The system obviously is of the greatest advantage to the make-up man.

While the paper has the variety of headlines necessary for attractive appearance, yet careful planning has made nearly all headlines interchangeable. Thus an A headline may be converted into an AB, that is, the count for both is the same. The B and D headlines are interchangeable and also the 3A and 2A.

A BASEMENT PLANT

INSTEAD of being away on a side street, the Feltus plant occupies the basement of a block on one of the four best business corners in Bloomington. It now covers approximately 2194 square feet of floor space.

The business office and editorial department are in the center. To the right are the casting machines, news make-up stones, mailing department and press room, and to the left is the job department and bindery.

The editorial and business staff consists of Paul L. Feltus, who is editor; John Stempel, reporter and sports writer; Karl Fischer, proofreader and feature writer; Mrs. Gertrude Feltus Romeizer, editor of the woman's and family page; and C. L. Foster, advertising solicitor; and Mary Wilkinson, bookkeeper.

Harry J. Feltus is mechanical superintendent and Glenn Winans is day Intertype operator. Other employees in the mechanical department are Frank Van Buskirk, in charge of the job department; Robert Howard, pressman; Howard Murphy, floorman and press feeder; and Miss Mary Landis, night operator.

The Bloomington Star was founded in 1878 by Henry J. Feltus who died in January, 1926. In its early days the paper was a tabloid of 4 columns. As demands for advertising space in the paper increased the paper grew and today it has eight 12-em columns, sets all news matter in 7 point, and runs from 8 to 12 pages.

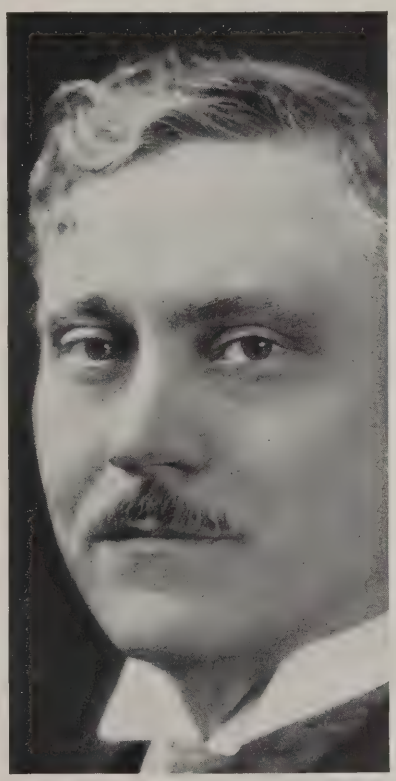
A QUANTITY plus QUALITY DIVIDED by TWO, EQUALS:

Real Circulation, That Pays Both Paper and the Advertiser, This Article Proves

By HUGH A. O'DONNELL
Assistant Business Manager, New York Times

THE business of a circulation manager consists in the proper distribution of his publication and in maintaining and continually increasing the *quantity* of the circulation, particularly within the territory where that circulation will be most productive for advertisers.

Quality is a condition over which the circulation manager has hardly any control. It is an exponent of the publication as a whole, based on the reputation of the institution as reflected in the character of the owner, taking into consideration his policy and purpose.



HUGH A. O'DONNELL
Asst. Business Manager
The New York Times
FROM AN ADDRESS TO THE INTERSTATE CIRCULATION MANAGERS' ASSOCIATION

The theory of the entire business is that the *news and editorial departments attract the circulation;* and if enough of the right kind of circulation is obtained in a territory of sufficient proximity to the place of publication so that advertisements are amply responsive, that newspaper becomes permanent and profitable.

LOCAL! LOCAL! LOCAL! —That's it!

THE circulation of nearly any newspaper is limited to its own community. Daily publications of national influence are exceptional. They may be counted on the fingers of one hand. *Many publishers prophesy that local circulation will be quite the fact within a decade.* And there are excellent reasons. The size of the editions, increasing the weight of single copies, making distant subscriptions prohibitive on account of high postal zone costs, is a tremendous curb on the increase of circulation far beyond the newspaper's immediate province.

APPEARANCES COUNT BIG

JUDGE the quality of a newspaper's circulation by *A COPY OF THE PUBLICATION.* Note the editorials; the comprehensiveness of its news; the accuracy of its statements; its uncolored attitude in the handling of the facts which it merchandises as news. *Study the advertisements, their typography and the merchandise for sale.* Is there exaggeration? Are they misleading? Do they describe just what is sold? If the newspaper is conscientiously adjusted to all these, you may be sure that it has quality of circulation, regardless of how limited it may be in quantity, for, as a natural sequence, it is apt to have much of that, too; remember, the cultured, thrifty and discriminating are not very limited in any community nowadays. *They are worth more to advertisers than mass readers who have less understanding, appreciation and money.*

Not long ago I was invited to spend a week-end at Vineland, N. J., as the guest of the faculty of an institution for mental defectives, where I met a scientist, Dr. Porteous, from Australia. He explained that the statistics of our Government during the late war showed that 85 per cent. of the army, the exponent of the nation, had the mental calibre of a 14-year-old boy. Yet the 85 per cent. make up the mass

LOCAL CIRCULATION, LIKE LOCAL ADVERTISING, IS THE BIG IDEA FOR NEWSPAPERMEN : : : Hugh O'Donnell

of the nation. They toil, but think little; are good citizens, give certain service, but are subnormally responsible. And so whether it is the 15 per cent. or the 85 per cent., the sons of Martha or of Mary, quality of circulation depends on how much there is of either.

BUSINESS TIPS IN ASYLUM

ONE inmate had been an A. D. T. messenger in New Orleans, the best A. D. T. messenger in the history of that city—perfect. Indeed, he was too good; so good that when something happened to the manager of the messengers he was placed in charge. Almost immediately there was a riot, followed by a strike. He was discharged. He refused any other work and became a menace at home. Yet he was 28 years old. Finnally the A. D. T. company was persuaded to take him back as an ordinary messenger. After two years something again happened and the same messenger, having the best record, was made manager again. And again so much trouble resulted he was thrown out bodily and told never to return. Incapable of doing any other work, he was sent to Vineland, where he was found to be a simple, honest, industrious, dependable man of meager mentality. The A. D. T. of New Orleans took him back again as a messenger and was advised to keep him a messenger, for he was only happy in that capacity. He is a citizen, and earns his living, though he is not a profitable asset to merchants advertising in any newspaper which he may happen to read.

At the institution there was another man whose father, a great physician, was one of its benefactors. The man had been troublesome at every work to which he had been assigned. One day the father visited the institution. In wandering about he was horrified to discover his offspring pitching manure. He felt the institution should do better by his son. Members of the faculty replied to his protest that if he didn't wish his son to do that he must take him away. The young man had been happy ever since he began that particular work.

There are a lot of readers of various newspapers, and they help to make up quantity of circulation. But only advertisements of merchandise equivalent to the necessities of life, which scarcely need to be advertised, appeal to such.

RAYMOND B. HOWARD
President Buckeye Press Assoc.
—PUBLISHER OF THREE PERIODICALS—

THE CHIEF executive of the famous Ohio group of newspapermen is head of the London (O.) *Madison Press*, the *Madison County Democrat* (semi-weeklies) and the *Horseshoe World*. While attending Wilmington College in his home town, he got work on the Wilmington *Daily News-Journal*, reaching executive positions. He bought the *Press* in 1924 and in 1926 effected a merger of it with the *Democrat*. Both are published from one plant.

A "5-CENT CHOCOLATES" LESSON

THE foreign advertising representative of a Boston quality newspaper called on an advertising agency to get a page advertisement of a five-cent chocolate which had been advertised in the New York *Times*. The agency treated him with scant courtesy, which he resented. He was informed that he ought to use better judgment than to solicit the advertisement of a popular-priced candy for a quality newspaper of such limited circulation. He insistently protested that the advertisement had appeared in the New York *Times* on Sunday in the Rotogravure Section; that that was the most costly advertising, and that there was no newspaper anywhere that had greater quality of circulation than the *Times*. He was told, "The New York *Times* is in a class by itself."

"Granted. But how could it produce sufficient returns to make the advertisement profitable, considering the advertising rate? The advertiser must have lost on it."

The agent laughingly replied that one answer alone from the New York *Times* paid for the advertisement many, many times, which aroused the curiosity of the solicitor, who was told this story:

"The day after the advertisement appeared in the New York *Times*, a man of rather questionable appearance asked how much the candy would cost by the carload. The manufacturer had never sold it that way and had never even estimated the price. And the prospective carload purchaser was considered a bit queer. However, as a matter of policy, he was given an estimate. And then the agents were convinced that he was somewhat abnormal when he inquired the price of eight carloads. He was told $60,000. You can imagine the amazement when he ordered eight carloads on condition that he would have exclusive right to the candy in California and that the shipment be made at once. Immediately afterward his check for $60,000 proved to be good."

THIS WILL MAKE YOU THINK

A MAN and wife, wage-earners, had a hand printing press. The idea occurred that after-dinner, orders for "one hundred letterheads and a hundred envelopes" at $1 might be printed with profit. Three times in one week an inch advertisement in the New York *Times* was inserted to that effect. Ten days elapsed. The *Times* began to receive complaints from readers who had given orders, enclosing $1 for stationery. The *Times* wrote the advertiser. No reply. The number of complaints increased. There was an avalanche of them. Five weeks. We sent a representative to the Connecticut town to investigate. To his amazement, he found the bewildered man and woman practically paralyzed. During the five weeks they had received over 30,000 replies to the advertisement, each containing an order and $1. *They had not even money enough of their own to acknowledge them, nor not even to return the money. They could not move.* Our representative introduced them to the local Postmaster so that they would not get into trouble with the Federal authorities, and then introduced them to a bank, where the $30,000 was deposited and money was borrowed on the 30,000 orders with which to buy a press that would serve the purpose, and they became successful.

Quantity circulation having quality is distinctive for its thrift, discrimination and prompt response.

The best circulation is not quality circulation nor quantity circulation, but, if it were possible, quantity and quality added together and divided by two.

NATIONAL ASSOCIATION OF STATE PRESS FIELD MANAGERS, Annual Convention Group, and Guests, AUGUST 20-26, 1927, DETROIT, Mich.

LEFT to RIGHT—Len W. Feighner, Nashville, Mich., Michigan Press Association (convention host); H. Z. Mitchell, Bemidji, Minn., N. E. A. Advertising Committee; Charles M. Meredith, Quakertown, Pa., President National Editorial Association; Charles B. Spatz, Boyertown, Pa., Eastern Regional Secretary N. E. A.; B. Arp Lowrance, Charlotte, N. C., North Carolina Press Association; Wil V. Tufford, Clinton, Ia., Inland Dailies Press Association; J. W. Shaw, Elmira, N. Y., New York Press Association; J. S. Hubbard, Columbia, Mo., Missouri Press Association; H. C. Hotaling, St. Paul, Minn., Secretary National Editorial Association; Louis J. Ball, Toronto, Can., Manager Canadian Weekly Newspapers Association; Herman Roe, Northfield, Minn., Past-President N. E. A.; Sam S. Haislet, Minneapolis, Minn., Minnesota Editorial Association; Harry W. Porte, Salt Lake City, Utah Press Association; Elmo Scott Watson, Chicago, Publishers' Auxiliary; O. W. Little, Alma, Kans., Kansas Press Association; Erwin Funk, Rogers, Ark., General Vice-President N. E. A.; Edwin A. Bemis, Boulder, Colo., President Field Managers' Association and Colorado Field Manager; James W. Weir, Elkins, W. Va., West Virginia Publishers and Employing Printers' Association; John L. Meyer, Managing Editor, National Printer-Journalist, Milwaukee, Wis.; E. F. Tucker, Denison, Ia., Iowa Press Association. : : Ole Buck, Nebraska Field Manager and Secretary of the Field Men's Organization, was absent because of illness, Mr. Haislet acting for him. Fred W. Kennedy, Washington State, and Ben H. Read, California, are absent.

U. S. FIELD MEN PUT IN SIX Twelve-Hour DAYS on JOB

1927 Convention at Detroit is Another Record-Maker

THE FOLLOWING IS FROM THE ANNUAL ADDRESS OF PRESIDENT ED. A. BEMIS AS THE KEYNOTE OF THE MEETING

WE see growing in this organization a greater force, a greater desire on the part of the members to make good in the task allotted to us. : : : and we seem to be more cognizant than ever of the great responsibility which we know is ours.

As time goes on and our work progresses, we are impressed with the dependence our editors place on us. Should we fail at any point in measuring up to this confidence, we would destroy our relationship over night; not only would it affect us in our states, but every individual failure in managing our "service stations" would directly or indirectly affect the plan of work in all other states.

Our work is having its far reaching effect, and in selling our job and our service to our own state publishers, we have unconsciously sold it to other industries, both state and national, and today you well know that the national advertisers, the big advertising agencies, the National Editorial Association, and newspaper representatives are recognizing that the proper contact with the newspapers of our states is through our field offices. We are the service agencies these people have long needed, and they are as happy in the recognition of our connection as we are.

We are still feeling our way to some degree. We have met and are meeting daily the greatest problems encountered by any industry and in a majority of them we are yet far from a definite solution. The atmosphere is not clear, but is clearing. : : The problem of relationship between the newspapers, advertising agencies, and special representatives is yet to have a satisfactory method of complete solution. A definite and uniform system of ad insertion order and the subsequent plan of obtaining checking copies and bills is yet to be finished. We are far from having a solution of the matter of the free advertising graft. We are not all on easy street with relation to the financing of our work.

Our job of increasing newspaper standards is a tremendous one, and it is a fortunate thing, in this scheme of life, that that job will never be finished. It is the incentive of "more to do" that seems to be the element that keeps us so much interested in it.

Ours is a job created because of the fact that these problems do exist. If they did not, we would be unnecessary

SAM S. HAISLET
Minnesota Field Manager

MR HAISLET is wearing a new hat. He was awarded the "*NPJ CROWN*" at the Detroit convention by John L. Meyer, managing editor of NATIONAL PRINTER-JOURNALIST. The "stunt" was a rather pleasant little plan to recognize the best presentation, at the closing session of the field men, of a good plan successfully used during the year for the advancement of his association by any field manager. Mr. Haislet got the "reward" for his story of how he made a complete survey of his state to get a record of newspaper rates, circulations, mechanical data, values of plants, annual business volume, wages paid, retail outlets, etc., such information to be used in campaigning for recognition by national advertisers for the Minnesota press, and many other practical associated purposes.

"A STATEMENT : : : : : : : : : To COUNTRY PUBLISHERS"

From the National Association of State Press Field Managers and the Executive Staff of the National Editorial Association, issued at Detroit, Aug. 25, 1927, during the Field Men's Convention.

INFORMATION received through the various Field Secretaries indicates that more than five thousand telegrams have recently been sent to Newspapers in the United States and Canada reading approximately as follows:

"We can secure (blank) inches General Motors Contract at (blank) per inch, less agency commission. Wire immediately if acceptable.
Campbell-Ewald Company.

"Our meeting in Detroit gave us an opportunity to investigate this situation. We were informed by the Agency that the telegrams were occasioned by a change in policy of The Buick Motor Car Company which has heretofore handled their advertising entirely through the dealers; the local dealer bearing the entire expense. We were informed that the rate quoted in the telegram was the rate which had been paid by the local dealer to the newspaper for Buick Advertising during the current year. We did, however, discover that while the Buick Advertising might prove an additional source of revenue to the publisher that the balance of the number of inches specified in the telegram included all other Genral Motor Contracts—Chevrolet, Pontiac, Cadillac, Oakland, Oldsmobile, Delco Light, Frigidaire, Yellow Truck and Institutional advertising. As can be readily seen, this means that an acceptance of this offer would result in the publication of all General Motor business at the local advertising rate, thus undermining the entire rate structure, for the completion of which newspaper associations, newspaper representatives, and the Association of Field Manager have been so energetically striving.

"We sincerely recommend that any publisher in the United States, whether a member of an organized Editorial Association or not, consistently maintain on all contracts for nationally advertised products their established foreign rate."

in the scheme of things. We were chosen because the few who could see the necessity for such work had faith in our ability to pull through.

I THINK we should give much thought and some discussion to the matter of understudies in our work. The crust upon which we tread is altogether too thin. : : since we are working, not for our personal aggrandizement, but for the undieing success of our editorial associations and the industry in general, we should see that someone be prepared to carry on the activity after we let go.

We are all the time talking about what we do "to earn our salt." Are we not in the same position of the local newspaper when we admonish them to charge a good price for the paper but see that their paper is worth the price? Should we not see that we are leaving nothing unturned in the way of giving service and of making our offices worth while, and then see that we get paid for it on a business basis? I feel that many of us have been weak in permitting our members to accept us as their business agent and then failing to make them pay for it promptly and upon a business basis. : : If it is backbone we need, let us get it here and now, and go on with the determination that we should insist on the same business recognition from our associations that we are developing for them with other organized industries.

We should realize that a definite percentage of our success or failure is due to our personality. : : It is essential that we maintain a cheerful disposition, an attitude of a desire to help and not to dictate.

Success in our work is not always attributable to unlimited knowledge but rather a personal interest in the difficulties, failures, and successes of our newspaper people. : :

The development of enthusiasm among the editors for the higher character of convention programs furnished is essential.

The development of a national network of speedy communication among fieldmen and state press secretaries through the N. E. A., I believe is necessary. I suggest this partly in connection with the various frauds being perpetrated throughout the country.

I would like, also, to see definite plans formulated for making surveys in states prior to the adoption of the field manager plan. I hope to have the privilege of making this survey in one state in the near future.

WARNING TO PUBLISHERS

AS a result of the differential existing between local and national advertising rates submitted by many publishers, a situation has recently developed in connection with one of the largest national advertising accounts placed in country weeklies.

Publishers are warned not to accept any offer from the national field that involves a cut in their published foreign advertising rate. Be on your guard. Acceptance of such offer menaces all contracts for national advertising, making them subject to the same cut in rates.

NATIONAL EDITORIAL ASSOCIATION,
H. C. HOTALING,
Executive Secretary.

BRIEFED HIGH-LIGHTS of FIELD MEN'S Meet

A MOVE was started through co-operation between the N. E. A. and the Field Men to contact directly with advertising agencies and advertisers "to tell the real story of the country press" (not to sell space, of course) and H. Z. Mitchell of Bemidji, Minn., member of the N. E. A. Advertising Committee, offered to do a measure of this work, his generosity being accepted. A circumstance during the convention put him right to work on this sort of a job, when he successfully acted as commissioner of the convention to call on the General Motors Advertising Agency with regard to the wire offer for space received by thousands of newspapers recently.

THE 1928 convention will be in Memphis, Tenn., co-incident with the National Editorial Association convention.

OFFICERS of the association were re-elected. E. F. Tucker was elected to the Board of Directors from Iowa, succeeding G. L. Caswell.

PRESIDENT BEMIS was presented with a fine pearl stickpin by his members. When the convention began, Mr. Bemis announced a fine of $1 on anyone addressing another member or guest as "Mister". The acting Secretary collected a considerable sum early in the session, although "business got poor" as the work proceeded. (Some sessions began at 7 a. m. and lasted till 10 p. m.) Then, what to do with the fines? Members suggested its use for a testimonial to Mr. Bemis, just again re-elected president. Hence the stick-pin. The tribute was presented at the closing dinner, by the field men for their guests.

SPLENDID entertainments were provided by the Western Newspaper Union, the American Press Association, the Schermerhorn brothers, Campbell-Ewald Agency, the Barlum interests, Len Feighner (personally and for the Michigan association), Ford Motor Co., theaters, and others.

RESOLUTIONS adopted by the Field Managers, the complete text of which must be left for publication in a later edition of *"NPJ"*, included an expression of gratitude to the American Press Association for publishing, at its own expense, a national country paper rate book (just issued), together with credit to the N. E. A. in furthering such a project.

A NUMBER of Field Managers and guests, including this editor and his son aged 9 years, while visiting the Ford plant took a 28-minute spin in a Ford-Stout airplane, capacity 12 passenger—the same plane just previously used by Henry Ford, Col. Lindbergh and others in making a trip over the city of Detroit. It was altogether a delightful and comfortable experience. The names of "those present" are purposely omitted; we don't want to get in bad with the ladies of the field men! Anyway, we went up 1250 feet over Detroit, sailed down to within a short distance of the river, and then back up to 2510 feet, and down to the hangar 25 miles from Detroit.

NATIONAL PRINTER-JOURNALIST desires to take this opportunity to thank the Field Men and guests for their *many* substantial expressions of approval during the convention, for its work in behalf of the field manager plan and in behalf of the advancement of the newspaper : printing business as a whole.—J.L.M.

MAJ. PHILIP F. COGHLAN, "At the Case", ST. LOUIS POST-DISPATCH
— From a Photograph Taken Especially for National Printer-Journalist —
WINNER of GRAPHIC ARTS EXPOSITION "OLDEST ACTIVE PRINTER" GOLD MEDAL

NEWSPAPER AD-ALLEY VETERAN, ON JOB EVERY DAY AT 95 YEARS, GETS TOKEN

Craftsmen-Manufacturers-Trade Committee Finds More Than 100 "Old-Timers" in Unique Feature-Contest

(Staff Correspondence)

NEW YORK—Maj. Philip Coghlan, of the St. Louis (Mo.) *Post-Dispatch* advertising composing room, aged 95 years, has been awarded the gold medal of the Graphic Arts Exposition, offered to the oldest active printer in America to enter into the contest announced in previous issues of *"NPJ"*. Maj. Coghlan is a constant reader of *"NPJ"*, and during the national G. A. R. convention in Milwaukee, Wis., which he attended, paid a most welcome visit at the *"NPJ"* office.

He was using a cane that day, but explained (after a walk of about a half-mile from his hotel) that he recently had dropped a galley on his foot—hence the cane!

PRESSING Maj. Coghlan for second honors was J. C. Graham of Marvell, Ark. He began in 1849 and still works daily at the case of the Marvell *Citizen*, a weekly newspaper of that city. He is 86 years of age and began his career when a child of 8.

Third award went to William G. J. Perry, Malden, Mass., who is 87 years old and started as a printer's devil when nearly 11, back in 1851. Fourth award is to William H. Bates, of Pekin, Ill., who has spent 74 years at printing.

Twenty-two contenders receive special honorable mention as follows:

	Date of Entry in Print'g.	Years Active Print'g.
C. G. Parker, Arlington, Mass.	1854	73
C. J. Hildreth, Albany, Ala.	1854	73
H. C. Openshaw, Jersey City, N. J.	1855	72
Arthur R. Gray, Nashville, Tenn.	1855	72
A. H. Mitten, Westminster, Md.	1856	71
W. C. Aydelott, Columbia, Tenn.	1858	69

IF THOU workest at that which is before thee, following right reason seriously, vigorously, calmly, without allowing anything else to distract thee, but keeping thy divine part pure, if thou shouldst be bound to give it back immediately; if thou holdest to this, expecting nothing, fearing nothing, but satisfied with thy present activity according to nature, and with heroic truth in every word and sound which thou utterest, thou wilt live happy. And there is no man who is able to prevent this.—
Marcus Aurelius.

"NPJ ART in NEWSPAPER-MAKING" CAMPAIGN & TROPHY : HOW IT LOOKS TO PRESS COMPANY'S CHIEF

Aug. 5, 1927

Mr. John L. Meyer, Managing Editor,
NATIONAL PRINTER-JOURNALIST,
129 E. Michigan Street,
Milwaukee, Wis.

DEAR MR. MEYER:—

IN REPLY to your letter of July 21st, I want to say that I consider the *"NPJ" Newspaper Production Contest*, in which the prize was recently awarded to Mr. and Mrs. Ludwig I. Roe of the Montevideo (Minn.) *News*, one of the most important steps taken in recent years toward the goal of newspaper typographical perfection.

As I dictate this letter I have before me an aged copy of the Ulster County (N. Y.) *Gazette*. It is dated January 4th, 1800, and contains, among other things, the account of the funeral of George Washington.

Beside it I have placed today's copy of a prominent metropolitan daily, and of the two, the *Gazette*, despite the fact that it is yellowed with age, is the more easy to look upon. If you were to ask me why, my reply would be *"Art and Good Paper"*, for I do not know of any daily or weekly of modern times which carries the easily readable simplicity of this copy of the *Gazette*, nor whose paper would so nobly withstand the ravages of time. Considering the mechanical equipment in use in 1800, its appearance in typography and presswork is more than creditable and I frequently think of the quality of its paper when I find some of the modern dailies falling to pieces in my blackened fingers on the same day on which they were printed.

TIMES have changed, of course. The modern metropolitan newspaper publisher seems to whirl through life on a sort of *"get-it-out-regardless"* basis, and *whatever there is of ART in today's news organs should, I think, be credited to the publishers of small dailies and weeklies. Many of these operate job printing departments and carry into the construction of their newspapers some of the artistic handling they have learned to put into their commercial printing. The man who buys advertising printing demands easy reading and a touch of ART in his work and some combination news publishers and job printers, having acquired the habit, consciously or unconsciously carry the idea into the make-up, typography, presswork and stock quality of their newspapers.*

Many of today's newspaper publishers seem to be operating on the notion that in order to sell advertising, they must thoroughly "mix" it with the news items. The result is front pages that are a mad whirl of black and gray, trying to the eyes and conducive to verbal pyrotechnics on the part of the reader.

Your work is a most commendable one and should bring monument results.

Cordially yours,

JAMES E. BENNET, PRESIDENT,
THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY.

JEB/AHR

(ED. NOTE—*Italics in above are the Editor's.*)

J. S. Lesher, Mauch Chunk, Pa.	1859	68
David Olephant, Chicago, Ill.	1860	67
Thomas Moore, Vancouver, B. C.	1860	67
T. H. Appleyard, Tallahassee, Fla.	1860	67
A. G. Gowanlock, Scarboro Junct. Ontario, Can.	1861	66
David J. Hill, Cambridge, Mass.	1861	66
H. A. Yarnell, Los Angeles, Cal.	1861	66
T. B. Shoaff, Shelbyville, Ill.	1861	66
F. W. Dennis, Jacksonville, Fla.	1861	66
Charles Francis, N. Y. City, N. Y.	1862	65
C. A. Brown, Siler City, N. C.	1862	65
James C. Ranck, Elmira, N. Y.	1862	65
J. P. O'Brien, Orange, N. J.	1862	65
O. H. Hall, Bridgeport, Conn.	1863	64
W. G. Bigger, Brooklyn, N. Y.	1863	64
W. A. Winter, Norfolk, Va.	1864	63

THE "major," winner of the contest, has spent nearly 44 of his 79 years in the trade in the composing room of the St. Louis *Post-Dispatch*. On the same floor works his son, Philip C. Coghlan, who is 72 years old. He joined the staff some few 40 years ago, and compared to his father, he is a mere beginner.

A younger brother of the "major" was the late Rear Admiral Joseph B. Coghlan, who was a captain under Admiral Dewey at Manila in 1898.

GRAND CENTRAL Palace, New York, where the Fourth Educational Graphic Arts Exposition is held, September 5 to 17, is a busy place these days. Printerdom is "storming" it.

Manager A. E. Giegengack got the finishing details of all the departments completed on time and they say he has been "the busiest man in busy New York." The Exposition is huge, occupying three floors of the Palace.

It is announced by Henry Lewis Johnson, who is in charge of the *Graphic Arts Gallery*—one of the big features of the show—that the jury appointed by the American Institute of Graphic Arts, consists of Heyworth Campbell, Lester Douglas, Harry A. Groesbeck, Elmer Adler and Frank Merrill Seamons. This jury passing upon the displays.

To provide a comprehensive showing of craftsmanship, a selection of representative work is being made by the jury in eight groupings as follows: (1) *Newspaper Advertising Typography*, (2) *Magazine Advertising Typography*, (3) *Books and Bookbindings*, (4) *Institutional Books and Commercial Printing*, (5) *Designs and Illustrations*, (6) *Process Engraving and Color Reproduction*, (7) *Offset and Lithographic Printing and* (8) *Rotogravure and Aquatone*.

In the programs of the big conventions of printers and allied industries, and in the Exhibits of the Exposition, educational features are given prominence. A wide distribution of tickets was made among those who are engaged in professional and commercial lines, all comprehensively termed "buyers of printing." There has never been in this country an exposition that presents the range of equipment, materials employed and finished product comparable to what is offered at the Fourth Educational Graphic Arts Exposition. The influence of the exhibits will be with the efficient product, advancement in standards, and greater idealism.

"The Color Age" is the keynote and carried out in the decorations of the three floors. The innovations which have come about in vivid colorings in dress, architecture and furnishings, are shown to have their counterparts in the use of color in printing. The great amount of design employed in European industrial arts is represented by carefully selected examples from England, Germany, France and Italy. Black and orange are the colors predominating in the decorations. Walls and tall columns are augmented with special hangings. Silhouetted on these are conventionalized printers' marks and devices. Roman banners, made of black and orange material, and bearing the names of one hundred famous printers and inventors, hang along the aisles and on the columns.

Visitors are coming from all parts of America and Europe. The organizations convening during the Exposition are: The International Association of Printing House Craftsmen, United Typothetae of America, International Trade Composition Association, International Printers Supply Salesmen's Guild, International Association of Electrotypers of America, Employing Bookbinders of America.

WALTER DILL SCOTT: "Success or failure in business is more a matter of mental *attitude* than of mental capacity."

JOHN F. SHERMAN: "Competition is the death of trade, but the life of new ideas. Necessity may be the mother of invention but competition is its grandmother."

ED. A. BEMIS: "The successful editor of today knows he must have replacement of ideas, just as printers must plan replacements of machinery."

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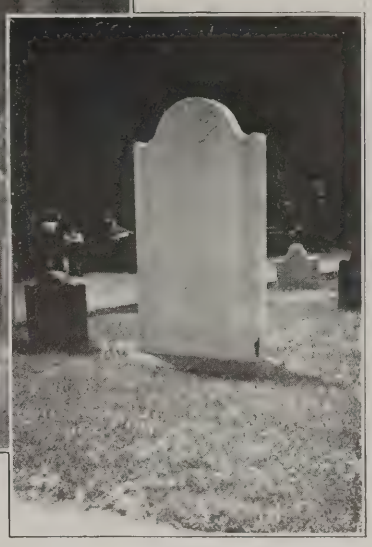

COURTESY, TYPOTHETAE BULLETIN

AT LEFT—John Clyde Oswald Laying a Wreath on the Grave of Wm. Bradford, New York's First printer; RIGHT, the grave.

NEW YORK'S SHRINES TO PRINTERS CALL MANY

Graphic Arts Exposition Visitors Are Planning Pilgrimages, September 5-17

NEW YORK is at present the Mecca of the printing trade and business of the world. Conventions of nearly all the national and international associations having to do with the designing and production end of the printing business were arranged coincidently with the holding of the Graphic Arts Exposition, the greatest effort of its kind ever made. New York has many points of interest of a general nature for visitors, but it is the purpose of this article and pictures,—by John Clyde Oswald, and through courtesy of the *Typothetae Bulletin*—to call attention to the things which relate specifically to the graphic arts.

"Beginning at the lower end of Manhattan Island, the first shrine at which the printer will want to pay his respects is 81 Pearl Street, where a tablet records the fact that it was on that spot in 1693 that William Bradford established the first printing office in the colony of New York," said Mr. Oswald. "Not far away is Hanover Square, where another tablet gives information about the founding there, in 1725, of the New-York *Gazette*, the first newspaper in the colony, by the same William Bradford.

"GOING from Hanover Square up Broad Street, one comes to Wall Street, where stands the building which was once Federal Hall, in which occurred the famous trial for libel of John Peter Zenger, publisher of the weekly New York *Journal*, which trial paved the way for the establishment of freedom of the press in America. At Wall Street and Broadway is Trinity Church, in which Bradford, when public printer, was a vestry-man, and in the yard of which he lies buried.

"Going up Broadway a few blocks, one comes to St. Paul's Churchyard in which lies buried John Holt, another well known colonial printer and editor.

"Not far away is Printing House Square, the location of the statue of Benjamin Franklin, erected in 1872. Towering above it is the famous golden dome of the Pulitzer Building, the home of the New York *World*. It was once a famous landmark, but the gold of its dome has been somewhat dimmed by time and because taller buildings have shot up all around it, it does not tower quite so high as when it was built.

"Going off from Printing House Square, to the east, is a short street named Spruce that for many years was lined with offices of printers and printing supply houses. Practically all have abandoned it. At the corner of Spruce and William is the building owned, and still occupied in part, by the New York Press Club.

"PRINTING House Square was once the center of the newspaper business, practically every daily newspaper being located on or near it. All have departed excepting the *World*. The *Sun* and *Evening Telegram* are published on Broadway just across City Hall Park. The *Evening Post* has gone downtown to 75 West Street, overlooking the Hudson River, where a three-million-dollar building to house it was recently erected by its energetic publisher, Cyrus H. K. Curtis. The *Herald* left the lower part of the city many years ago to go up to 34th Street and Broadway, giving its name to the triangle formed by the crossing of Broadway and Sixth Avenue at that point.

"On the south side was erected the statue of Horace Greeley, founder of the New York *Tribune*. Mr. Greeley in bronze, continues to bow his head to the passing throngs, but the *Herald* has gone the way of all flesh. A year or so ago it was combined with the *Tribune*, the name becoming the *Herald-Tribune*, which is now housed in its own fine modern, specially constructed building at 40th Street between Seventh and Eighth Avenues. The *Times*, some years ago, also left

WHEN we learn to agree with others upon the essentials of life, we will find little time for non-essential things. If those who disagree would see how many things they can agree upon, the issue of disagreement would pass away forever.—Ex.

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(Cut by Courtesy Typothetae Bulletin)

ABOVE — India House, on Hanover Squaer, Where Captain Kidd Lived and Bradford's Print-Shop Was Later Located.

BELOW — Statue of Benjamin Franklin in Printing House Square.

the downtown district to establish itself at 42nd and 43rd Streets at the intersection of Broadway and Seventh Avenue. This open space was then called Longacre Square, which name was changed to Times Square when the *Times* Building was erected. It was a tall building built on a small lot that could never be adapted to the uses of newspaper production. Later the *Times* erected a great building nearby, on 43rd Street, that was a model of what modern newspaper production plants should be.

"Several buildings have been erected with the needs in mind of the commercial printer and for his exclusive occupancy. They are: The Graphic Arts Center, Varick Street; Printing Crafts Building, 461 Eighth Avenue; Master Printers Building, 34th Street and Tenth Avenue.

"THE last named building is in the course of construction as these lines are being written, but is nearing completion. It was expected that it would be ready for dedication at the time of the opening of the printing exposition. One feature that will be of interest will be an attractive Printers Club, with an equipment comparing favorably with that of the finest clubs of the kind.

"At the corner of Park Avenue and 35th Street there is housed, in a building that was once one of the finest residences in New York City, the Advertising Club, which embraces in its membership more than 2,000 men engaged in advertising, publishing, printing and other branches of the graphic arts.

"The men associated with the uptown newspapers have organized the Newspaper Club of New York, with club rooms in the Bush Terminal Building."

(Ed. Note—Mr. Oswald, who was reported to have resigned effective Oct. 1, as managing director of the New York Employing Printers' Association, has changed his plans and will remain with that organization. He is widely known in the newspaper field, having been for years editor of the *American Printer* and in times past active in National Editorial Association affairs.—J. L. M.)

FOREMANSHIPS MORE THAN "HIT or MISS"

OF COURSE it is possible that perfection in foremanship ability may be acquired through the unscientific, hap-hazard, unorganized and wasteful method of *trial and error.* Until recently this was the method pursued by most managers. However, with an added knowledge of the importance of the foreman to the industry, with the realization of the necessity of a co-operative personnel, with an added understanding of the problems of industrial competition and of the necessity for the separation and delegation of responsibility to competent persons, managers see the problem in a different light and are setting up programs to train their foremen on the job; realizing that it is just as important to teach a foreman on a high level of activity the intricacies of his position as it is to train green hands on the lower levels of performance.—B. H. Van Ott, *Abrasive Industry.*

STATE'S NEWSPAPER FOREMEN ORGANIZE ON A "SHARE YOUR KNOWLEDGE" BASIS

COMPOSING ROOM EXECUTIVES PUT UP EXPERIENCES

President of New Body Has "Gone the Whole Works"

By JOHN L. MEYER

LEON A. LINK

PRESIDENT
Iowa Newspaper
COMPOSING ROOM EXECUTIVES ASSOCIATION

SUPT., WATERLOO
EVENING COURIER

TWO-THIRDS of Iowa's daily newspapers are represented by memberships in a new organization for the interchange of experiences among newspaper composing room foremen—*The Iowa Newspaper Composing-Room Executives' Association.* Leon A. Link, composing room foreman of the Waterloo *Evening Courier* has been elected president; Thomas Kelly, Davenport *Times,* vice-president, and Leo J. Carle, Mason City *Globe-Gazette,* secretary and treasurer. At the initial organization meeting in Waterloo—held in the *Courier* plant and not at some point remote from the problems of the hour—it was decided to hold a 1928 convention (at Davenport) and make the membership 100%.

W. E. Wines, manager of the mechanical department of the American Newspaper Publishers' Association, gave a review of current progress in composing room practices and equipment, and helped to start off the new organization.

The following presented experiences and ideas: Jackson McCoy, general manager of the *Courier;* W. A. Reed, Waterloo *Tribune;* A. N. Pruess, head machinist of the *Courier;* J. C. Youngblood, Dubuque *Telegraph-Herald;* Mr. Kelly; Ed Funk, Waterloo *Tribune,* and Frank T. Harrison, Des Moines *Register.* "*NPJ*" predicts that this body will fill a great and pressing need, according to its preliminary activities.

A number of the members have, in the past, volunteered credit to "*NPJ*" for encouraging the interchange of practical experiences, individually or in associated effort, and for publishing regularly experience-articles of direct interest to the composing room of weekly and daily newspapers.

MR. LINK, president of the new organization, is 35. His fellow members are all young men, and like their "chief" express a vital, energetic interest in the solution of problems. A high-priced Hearst traveling expert said to me not long ago, "Why should I tell the things I have learned for the benefit of others? Firstly, they won't understand me; anyway, nobody can understand beyond his own experience in anything." The Iowa group is not thinking that way. They have more of the Craftsmen's idea, "*Share Your Knowledge*". What if some seeds fall on gross and dull ground!

A LITTLE personality sketch of Mr. Link: He started as janitor, pressman, et al, in the Forest City (Ia.) *Winnebago County Republican.* The foreman being no teetotaler, as many were not in those days, Mr. Link often had to wait on customers when the big boss was out, and he got some slants on human nature that have always been valuable. From there he went to Oelwein, Ia., operating a Simplex, working on make-up, feeding presses and getting out the mail. First on the *Register,* then on the *Record.*

During the *Record* experience, one night the manager left before sunup without bothering to leave any forwarding address, and young Link either had to take hold or not. He took hold. He did all of the work for the whole establishment for a year or so. Nuff sed! Then he added a couple of hands. "I was too young to take the thing seriously," said Mr. Link. But, eventually, he went away to Charles City, to the *Daily Press,* and in 1910 to Waterloo—the *Reporter,* then the *Evening Courier.* He has had charge of the composing room there for ten years.

Mr. Link is an alderman, and has held the office for ten consecutive years.

C. J. AUGUSTIN, Glenwood (Wis.) *Tribune*—"What the majority of weekly papers lack today is individuality—too many are mere news and advertising bulletins. Individuality even if tinctured with egotism, appeals to readers."

JULIAN CHASE—Make more money? Volume won't do it. Methods will.

E. F. BUSSEY
PRESIDENT
Central New York Press Assoc.
—PUBLISHER CATO CITIZEN—

FORTY-FIVE years of newspaper work is on his belt. He started with the Syracuse *Daily Herald*, took over the East Syracuse *News*, sold it to J. L. Kyne, joined a brother to buy the Phelps *Citizen*, retired, connected with the *Ontario Times* at Canandaigua, took charge of the Seneca Falls *Courier-Journal*, and bought the Cato *Citizen*, a prosperous property.

S. B. FRYAR
President, North-East Texas Press Association
—PRESIDENT, CLARKSVILLE TIMES—

HE learned the trade at the Honey Grove (Tex.) *Signal;* established the *Bowie County News* at New Boston, in 1902; did the *State Press* department for the Dallas *News;* became editor-manager of the Texarkana *Morning Courier* and the Beaumont *Evening Journal;* was semi-weekly editor of the Galveston *News*, and later night editor; and, in 1910 became president and editor of the Clarksville *Times*. This paper will celebrate its 55th anniversary in January 1928. Mr. Fryar recently was kind enough to write "*NPJ*": "I regard your magazine as the leader of all trade publications in our line."

FRANK B. NOYES
Publisher, Washington (D. C.) Star
—PRESIDENT ASSOCIATED PRESS—

NEWSPAPER CONSOLIDATIONS : :

EDITORIAL

THE cause for the many recent newspaper consolidations is not mysterious, rightfully comments a prominent community daily. "It comes about simply because the cost of publishing a modern newspaper which serves its community as it *needs* to be served and *demands* to be served, is so great that only the strong newspaper can meet it," says that editor.

IF *consolidations encourage laxity in any direction, or if they encourage domination in any direction, they will have a reaction that will be danged painful, mark my word!*

IF a single public utility in any town or city, having an economic monopoly, gets fresh or cocky, the public has a remedy of some kind—usually, public pressure *through the newspaper(s)*. If a single newspaper in any city or town gets cocky and fresh, the remedy will not be so ready. *But there will be a remedy.* And, it will be the cocky newspaper "paying the devil," in the end.

SOME newspapermen, unfortunately, are not above getting cocky when there is no competition. But, *the public will not stand for it* for any length of time.—J.L.M.

Col. ROBERT EWING
President Southern Newspaper Publishers' Association
PUBLISHER THE NEW ORLEANS (LA.) STATES AND THE SHREVEPORT (LA.) TIMES

COL. EWING began life's work as a telegraph operator and became telegraph editor of the *States* in 1887. Twelve years after he was its publisher. His activities in organizing the publishers' association, as far back as 1903, have been fruitful. One of his "specialities" is postal rate problems. He bought the Shreveport paper in 1908. Four of his five sons have become newspapermen.

R. H. ALCORN
President Wyoming Press Assoc.
—PUBLISHER RAWLINS REPUBLICAN—

MR. ALCORN entered newspaper work at 14, in 1902; attended Kansas Weslyan while employed part-time on the Salina *Journal*, and in 1913 became editor of the Republican after some service there as foreman. He also publishes the Wyoming *Reporter*. He has been active in state and N. E. A. association affairs.

CLASSIFIED ADVERTISING CHIEFS DON FIGHTING GLOVES FOR FAKES, FAKING

STATE & LOCAL LAWS are LOOKED UP, FOR the FRAY

New President, C.L.Perkins, Names Staff for Scrap

By John L. Meyer

FRAUDULENT classified advertising schemes, and offerings, are facing the most intensive battle upon them in their history. This will be good news to newspapermen as well as the public. "How many newspapers have been mulcted out of how much by fakers?" is a question as big as, "how much money have they cost the public?"

C. L. Perkins, classified manager of the Chicago *Herald & Examiner,* elected to the presidency of the Association of Newspaper Classified Advertising Managers (Denver session) for 1927-8, called the meeting eight years ago which resulted in the formation of the association. Soon after the 1927 convention, he issued the following:

"At the convention the president was authorized to appoint a committee to study the laws on the statute books of our cities and states relative to fraudulent advertising and to make any desired recommendation, and take any necessary action, with the view of getting more and better laws passed to protect the readers of the classified columns of our newspapers.

"This committee is as follows: James A. Finneran, New York *Times,* chairman; C. C. Armstrong, Baltimore *News & American;* T. R. Longscope, Boston *Advertiser & American;* Chester Nolan, Brooklyn *Eagle,* and Theodore Newhouse, Staten Island (N. Y.) *Advance.*

"You will note that all the members of the committee are comparatively close together. This selection is made deliberately with the hope that on account of your close proximity you can function better.

"I am sending a copy of this to Mr. Edward L. Greene, managing director of the National Better Business Bureau. I suggest that the committee consider him an *ex-officio* member and get as much co-operation from him as possible.

C. L. PERKINS

President, Association of Newspaper Classified Advertising Managers

— Classified Manager, Chicago, (Ill.,) Herald & Examiner —

"I sincerely hope the committee will start to function at once, and I would appreciate a monthly report on what has been accomplished."

MR. PERKINS is a native of Indiana, and started his career as a carrier boy for the Indianapolis *News.*

After graduating from high school he went to California and attended Leland Stanford University. While there he was in the news department of the college daily and correspondent for the San Francisco newspapers.

During vacations he worked on the daily papers of Bakersfield, acting as substitute for regular employes, filling almost every position from printer's devil to city editor.

On leaving college he went to Los Angeles and for several years conducted an advertising service agency, writing copy for many of the local merchants. He became interested in the possibilities of classified advertising and joined the advertising department of the Los Angeles *Examiner.* There he served as salesman, assistant manager and manager. He was then classified advertising manager of the New York *American* for several years.

For two years before taking his present position as classified advertising manager of the Chicago *Herald & Examiner,* Mr. Perkins conducted a classified advisory and promotion service.

One of the founders of the association, he has served as its representative on the National Commission and as editor of *The Classified Journal,* as a director and as secretary.

HARVEY YOUNG

PRESIDENT
International Association of NEWSPAPER ADVERTISING EXECUTIVES (1927-8)

ADV. DIRECTOR
Columbus (Ohio) DISPATCH

MR. YOUNG has spent his life in merchandising and advertising, and has been for the past seventeen years advertising director of The Columbus *Dispatch*. It is freely conceded that Mr. Young has been instrumental in helping to build up this newspaper to the point where it now has the largest circulation of any paper between Cleveland and Cincinnati, and, according to late statistics, carries approximately twenty-five per cent more advertising than any other newspaper in Ohio, and is among the leaders in the United States. Mr. Young is a member of the International Advertising Commission, being one of three members representing newspaper interests. He is a director of the Better Business Bureau and a member of the Columbus Advertising Club. He is likewise a member of the Rotary Club, Young Business Men's Club, Faculty Club of the Ohio State University, Scioto Country Club, Columbus Athletic Club, National Travel Club, and of the *Alpha Kappa Psi* commercial fraternity of the Ohio State University. He is a Thirty-second Degree Mason and Shriner, and director in a bank with 100,000 depositors and eleven branches.

MORE "FIRMA" and LESS "TERRA" : : for YOU

Business Methods, USED, Put Real Bottom Under Success-Wishing Today

By WILLIAM M. METZKER

THERE is great assurance for one who stands on Cost Finding. He may join in spirit with the darkie in France who replied to the invitation of an aviator for a spin up in the clouds: "No sah, Captain, I'se goin to stay on terra firma—and the more firma the less terra."

Business *methods* imply *the speediest, up-to-the-minute ways of handling daily routine.* I am going to restrict my discussion to methods and procedure that are just as effective in an office without any super-efficient atmosphere.

Uniform cost systems for different industries are steadily increasing in number. The famous Graphic Arts industries serves as an excellent example.

Do you realize that on the basis of *value added by an industry to cost of material,* that the Printing industry ranks first of all industries, according to the census of 1924? Do you realize that the *turnover on capital* in the Printing industry is less than is ordinarily supposed; it being 230 per cent for printing as compared with 291 per cent for motor vehicles, and 246 per cent for boots and shoes? That implies considerable investment in plant and fixtures, and puts Printing unquestionably in the manufacturing class.

Do you realize that in per cent of wages to value of product, Printing ranks highest among all industries? And, further, in wage cost per hour Printing ranks first.

NEWSPAPER AS A JOB : : :

WE do not want to forget that every printing order, and even every newspaper issue, is an individual shop order, and presents its individual production problem.

What is the value of an hour of work? There are some hours of work that cannot be paid for. There are many others that are paid more for than their value in output. However, we are concerned with the *average hour,* which an average contented, happy, loyal, keen, intelligent, industrious compositor, pressman, etc., is putting into his work. This is reported on an Individual Daily Time Report which means nothing more than a record of what jobs a man works upon, what the nature of the work is, and how much time he puts on each. If we have such a record from every one working in the shop, it is a simple matter to summarize all these units and thereby ascertain the labor cost of any job.

All the work a man does during the day may not be charged to a specific order. He may be required to do work which indirectly benefits all jobs. That element is the Non-Chargeable Time. Hence an hour of Chargeable Time must, each, carry a proportionate amount of Non-Chargeable Time. The Average Chargeable Hour Cost further includes a portion of the overhead besides wages. The many different rates because of differences in wages of employees are eliminated by the use of the Chargeable Hour as the Cost Medium.

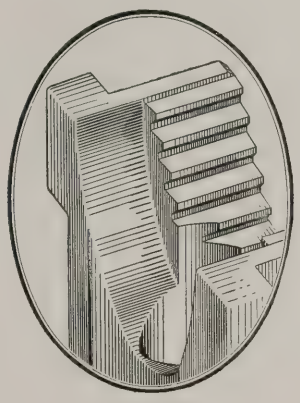
PUTTING AN ORDER IN : : :

MOST all orders go through a similar procedure. For instance, a job is estimated, an order is entered in the Order Register, stating the Job Number, Name of Customer, and a brief description of the order. Then

WIDE-TOOTH MATRICES

Wear Longer and Distribute with Fewer Stops

An Exclusive Intertype Feature



PATENTED

Will Run in Other Slug Casting Machines

THE practical economies of the Intertype Wide-Tooth Matrices are apparent. The combination teeth extend beyond the center of the matrix and this greater bearing area obviously makes the matrices wear much longer. They hang perfectly vertical in the transfers and in the distributor, do not cramp or swing on the tooth bars, and drop straight from the distributor bar. A special bevel, made possible by the wide teeth, prevents any matrix from being caught by the next following matrix while dropping from the distributor bar. In short . . . Intertype Wide-Tooth Matrices mean smoother distribution, less wear, increased production and less expense.

Ask Nearest Intertype Branch Office for Details

Standardized INTERTYPE TRADE MARK

INTERTYPE CORPORATION: *New York* 1440 Broadway; *Chicago* 130 North Franklin Street; *New Orleans* 816 Howard Avenue; *San Francisco* 560 Howard Street; *Los Angeles* 1240 South Main Street; *Boston* 80 Federal Street; *London; Berlin.* Distributors in all principal cities

SET IN INTERTYPE GARAMOND

IV—ADVICE to the LOVELORN PRESS AGENT, yclept : : : THE SHOE MAN THE OPTICIAN

—Boot & Shoe Recorder, Boston, Mass., July 9, 1927—

SHOE news favorable to your business on the front page of the daily newspaper in your home town? Doesn't that sound good? It's not an idle dream, but an actuality. It has been done. More, it is being done right down in the little city of York, Pa., which probably has the livest organization of shoe men for any town of its size in the country. Getting shoe news on the front page of the leading daily newspaper in York is only one of its activities, but it is one of the best things that York Shoe Retailers' Association does. *What the York boys are doing can be repeated in every other city of the country, if the local shoe retailers will only go after the idea in the proper manner.* It's largely a matter of playing the game according to pretty well established rules.

HERE'S THE WAY the York retailers go about it, in the words of Lee Reineberg, who, we suspect, had more than a little to do with the original idea of *grabbing off* some good newspaper publicity for the shoe men in his home town: "First of all," says Lee, "we tell the editor of the paper that our association is going to hold a very interesting meeting, at which some real news is likely to develop. And I mean we 'tell' him. Either I or some of the retailers go to see him, we don't write to him. *We ask him to assign a reporter to 'cover' the meeting and let us know who the reporter is.* Then we get in touch with the reporter and see that he gets a personal invitation to attend the meeting and have lunch with us. *That is very important—the lunch part. A good meal puts the reporter into a mellow and receptive mood. We don't have the reporter in the meeting if we are discussing things that we do not want any publicity on. Ordinarily we discuss what we would like to have come out in the paper and then call the reporter in and have our secretary give him the information.* That's all there is to it."

WHAT KIND of publicity gets into the papers? On this page we reproduce only a few of the news stories emanating from the York retailers that have been published. Shortly after Easter, for instance, the stories about colored shoes were printed. *As a matter of fact, colors had not been selling up to expectations. The York retailers, like their brothers all over the country, had pretty heavy investments in colored kid shoes.* The situation was thoroughly discussed at the meeting. The retailers had faith in colored kids and said so in their news story, giving them the stamp of style authority. But that wasn't all of the story. *Simultaneously with the appearance of the news article in which the retailers were quoted as saying that colored kids were "the thing" stylewise, every shoe retailer in town put on window displays of nothing but colored kid shoes.* Business on colored kids picked up remarkably that week and many of the stores cleared out their stocks in good shape.

STYLE INFORMATION goes over good in the newspapers. Also when any of the York shoe retailers attend a convention or do anything unusual in a business way, it is mentioned in the newspaper. When the retailers return from conventions or style shows, their observations on style are made the subject of news stories. In this way, style news about shoes is kept before the public.

Another clever "stunt," if it may be called that, which received good publicity, was the donation of a cup by the York shoe retailers to the winner of the girls' grammar school basketball league in the city. Not only did this get good newspaper mention, but it also appeared in the local news reel at a York motion picture theater.

Ed. Note—the italics in the above are mine.—J. L. M.

—The Optical Journal & Review of Optometry, Aug, 11, 1927—

ARTICLES for the Newspapers: A letter from J. E. Arant, Manning, S. C., tells of his intention to get local newspapers to print articles that he will clip now and then from The Optical Journal and that will help in acquainting the public with what Optometry is and what it is doing.

"Several Optometrists have been doing this occasionally with satisfactory results. There is no reason why this kind of service for Optometry should not be performed by a larger number of members of the profession. As Dr. Arant observes in his letter, there are various articles that local newspapers will be glad to reproduce from The Journal's columns if the clippings are shown to the newspaper editors. The newspapers are always pleased to give the usual credit to the source of the material by mentioning The Journal and the writer's name when it appears with the article.

"This kind of work, taking little time and involving no expense to Optometrists, draws favorable attention to the profession. Care should be exercised in selecting the right kind of material that will have a public interest and that will be readily understood by the average reader."

the order is entered on a Job Ticket or Shop Envelope, carrying complete and detailed instructions and simultaneously is given a Cost Tracer in the Work in Process binder. Daily Time Reports record time by Job Number. This time is posted to a Cost Tracer, describing each item by employes' initials, operation number and time required, and impression. Stock is posted to the Cost Tracer either from a Purchase Order (which should carry order number) or Stock Issued Report. Ink is posted to the Cost Tracer or may be computed upon completion of the job.

All purchases for the order—machine composition, electros, engravings, ruling, binding are posted from Purchase Orders. Upon completion of the order the Cost Tracer is removed from the Work in Process binder, attached to the Job Ticket (or Shop Envelope) and all time appearing on the Tracer is added and extended by departments at Department Cost Rates. Cost of Handling is added to Materials and the complete total cost of the order is ascertained. Whereupon the order is invoiced. A carbon of the invoice is retained as Sales Record. The item is then posted to the Accounts Receivable ledger. Every order posted should show Date, Quantity, Description, Job Number, Amount.

OTHER COSTS & DETAILS

THE procedure with reference to a newspaper handled as a weekly (or daily) job is similar to the individual job except that there would be charges for Express, Freight, Postage, Ready Prints, Plates, Half-tones or Etchings. In addition, the newspaper Cost Tracer should show charges for Editorial Service, Reportorial Service, Rural Correspondents, Ad Soliciting and Subscription Soliciting. In most cases it will be found most practical to add to the cost of each issue a percentage to cover the latter expenses.

In connection with the cost of the newspaper it would be exceedingly interesting and valuable to ascertain the cost not only of the entire newspaper but its component elements, as the Cost of Printing the news and the cost of printing the Advertising, in total and per Running Inch. This is simple enough. Instruct compositors to designate their setting-up time and make-up time as to whether news or ads. The presswork can be distributed on an area basis and so also some of the additional expenses. (The latter distributed on value basis.) However, soliciting can be allocated directly and so can ready prints, cuts, etc.

Facts such as Cost per Running Inch News, or Ads, Total Cost per Issue, and Cost per Copy, are exceedingly valuable when used in comparing costs from one period to another.

FIGURES THAT DON'T LIE : : :

HOW to arrive at the Chargeable Hour Costs is our next step. To ascertain the unit cost, all time must be reported as Chargeable or Non-Chargeable. There must be distinct departments recognized as Hand Composition, Slug Casting Machines, Platens, Cylinders, Folding Machines, Cutters, and Bindery Work. We must keep clearly before us the distinction between the man hour and the machine hour.

As mentioned before, Daily Time

(Continued on Page 34)

THE NATION'S BUSINESS PAPER

I told you to use HOWARD BOND

WATERMARKED

History repeats itself in many ways. Most men have to learn from dear experience. And so in buying paper, a man has only to specify an expensive bond sheet for a large run but once. When he sees the bill, he is usually cured for the rest of his life.

For office forms, announcements, and letterheads, Howard Bond is surprisingly attractive. Its low cost makes it even more attractive to large buyers of printing.

A portfolio of letterheads and office forms will be sent to all interested. Please write upon your letterhead.

THE HOWARD PAPER CO. HOWARD BOND URBANA OHIO

HOWARD BOND
WATERMARKED
HOWARD LAID BOND
HOWARD LEDGER
HOWARD ENVELOPES
HOWARD
WHITE & BUFF
POSTING
LEDGER

THE HOWARD PAPER CO., URBANA, OHIO

New York Office
No. 2 Lafayette St.

Chicago Office
10 La Salle St.

COMPARE IT TEAR IT TEST IT — HOWARD BOND — AND YOU WILL SPECIFY IT

COST WORK DOESN'T PROVIDE AN ALADDIN'S LAMP, BUT IT DOES ASSURE A BEACON TO DISPEL IGNORANCE, IF USED!

Records are filled out by every employee. Their time is posted not only to the Individual Cost Tracer, but also to an Individual Payroll Record, showing Departmental distributions of all hours worked. At the close of the month the Chargeable Hours and Non-Chargeable Hours are summarized by Departments. Wages are likewise summarized by Departments. The Total Chargeable Hours are then transferred to the Monthly Summary of Departmental Hour Costs to be used as the divisors. The Total Wages by Departments are transferred to the same record to provide the accurate distribution of the most important item of all costs, i. e.: Payroll.

We now have divisors, but no dividends, hence we can have no results until we can bring into evidence the dividends. (*Which we are confident the Cost System will provide!*) It is true we have the item of Payroll by Departments, but we must include all other cost factors by departments. There is Rent which can best be apportioned on the basis of used square feet. There is Insurance and Taxes, and Depreciation and Interest on Investment, which can most equitably be distributed on basis of Investment, values in Equipment and Inventories. The manual of the United Typothetae of America suggests depreciation rates of 10 per cent on Equipment and 25 per cent on Type, and Interest on Investment not to exceed a return of 6 per cent on the invested capital. Then there is the expense of Light and Power the former to be distributed on the basis of used candle power and the latter on the basis of Horse Power Hours. The item of Spoilage should not be overlooked, chargeable to departments responsible or General Factory Expense. Department Direct Supplies and Expenses are charged to departments actually incurring them. Office Supplies and Expense must be considered, and also General Expenses, Selling Expenses and Advertising.

To the Department Totals of all the above expenses, including Payroll, are added a distribution of General Overhead. This distribution is made on a basis of Total Department Cost. Here we have, then, the dividend in our simple arithmetical problem which will be divided by the Chargeable Hours in each Department, giving as a result the Total Cost per Chargeable Hour. The payroll item divided by the Chargeable Hours will give Wage Cost per Chargeable Hour. The relation of the Chargeable Hours to the Possible Hours will give the Percentage Productive Time by Departments.

WILLIAM M. METZKER
Director, Cost Accounting
MILWAUKEE (WIS.) TYPOTHETAE

This article is based on an address to the 1927 annual of the Wisconsin Press Association, at Madison, Wis.

We must, as the months pass, average one month with another until we obtain a 12 month Average Hour Cost which should prove stable and reliable.

The description of a cost system sounds interesting, and easy, too. The delightful surprise however, to the uninitiates, is that when in actual practice it is unbelievably more interesting and easier too.

CONDITIONS ARE CHANGING :

I WONDER how many of you are fully aware of the *constant changing of conditions?* When one realizes the possibility of changes in conditions, both in the matter of wages and labor, manufacturing processes and shifting of needs of society, and the effects on our business one cannot help but conscientiously want to discharge the duty of being exceedingly well informed.

What about the gradual change in type of equipment? We all know the day of fast automatic presses is at hand. Why, in Milwaukee, right now, a comparison of plant activity expressed in a Chargeable Hour Index Number, shows a variation of 10 per cent due to the advent of automatic speed presses.

How about the objections of the "hard-boiled" printer who cannot be interested in cost systems because, he says, the small plants don't need it! Study the experience of plants in 1925, as shown by the Operating Ratios of the Research Department of the United Typothetae of America. Of all plants, the groups doing an average of $25,000 a year business, and the $109,000 a year, showed the greatest number of Losses.

And, that will prompt some to ask about how much sales should a plant with a given equipment do? The averages show:

Plants with investment of $5,641, do average sales of $10,573; Plants with investment of $14,685, do average sales of $25,643; Plants with investment of $24,621 do average sales of $52,115.

Observing the plant that shows a loss, one is anxious to know: Is it a case of insufficient sales for the equipment? I believe the answer is *yes,* for the figures show that while the turnover for the successful plants was 194, 179, 232 respectively for Groups with 10, 25, 52,000 sales, the turnover for the unsuccessful plants was 142, 141, 176 respectively for the same groups.

Is there a possibility, however, for another answer? I will have to concede *yes;* and that is, that in the face of cost knowledge it may be that the Index Numbers of 142, 141 represent a greater volume of work, but work produced with excess cost and certainly insufficient sales value and insufficient profit.

The installation of a cost system is not a panacea. The cost system itself cannot make a profit for you. The big thing to keep in mind is that the cost system, when installed, and *when used,* is the greatest force known for the improvement of business, individually and collectively. It is not an Aladdin Lamp, but like a beacon it must be kept alive, held high, and thus dispel the darkness of ignorance and light up the path of progress and success.

◈ ◈ ◈

LOUIS WILEY (New York *Times*)

—"The newspaper's triumphs of speed over time, marvelous as they are, are not its outstanding achievement. The newspaper furnishing news to the intelligent citizens is an *educator.*"

Mashek Form Truck

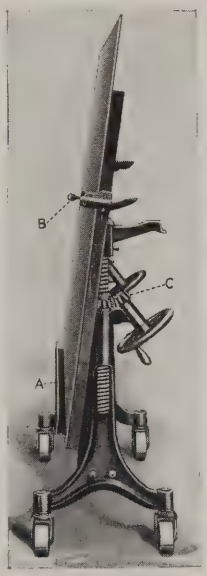
An elevating Form Truck, positive in action and so easy to operate that it is almost automatic. Gears at each end insure adjustment to overcome any unevenness in floor; all parts are standardized so that any replacements necessary are always right. Saves time and labor, insures against damage to heavy forms, and personal injury to employee, in handling.

No need for worry about forms not "lifting" through absence of cross-bars; nor for one man on each end of a chase and another in the center (with possibly a board for added safety) in handling a large form from imposing table to bed of press; nor of danger of "pi" in going to and from pressroom.

Forms are slid from stone to truck and from truck to press without possibility of any portion of the type matter falling from the chase. Heavy forms are handled easily. During the journey from stone to press there is no danger of striking the face of the form.

The top is first elevated for height in the tilted position, high enough to clear the bed of the press when swiveled horizontally.

The table top swivels on a central axle, making it easy to tilt. The axle bearings fit in sockets attached to fast ball-bearing adjustments at each end of truck. The table top is of 11-gauge steel, heavily reinforced. The above illustration shows workman transferring form from imposing surface to table-top of truck.



When the form is placed on this truck, the table top holding the form can be tilted as shown and wheeled through a twenty-inch space.

Lowest adjustment of table top from floor, 35 in.

Highest adjustment of table top from floor, 46 in.

Made in following sizes of tops (order by number):

No. 13482 . . . 36 x 43 inches
No. 13482-A . 36 x 46 inches
No. 13482-B . 36 x 50 inches
No. 13482-C . 40 x 53 inches
No. 13482-D . 42 x 56 inches
No. 13482-E . 42 x 62 inches
No. 13482-G . 42 x 65 inches
No. 13482-H . 46 x 68 inches
No. 13482-K . 48 x 74 inches

Truck frames are made in two sizes, 40 and 48 inches wide. First five sizes listed are supplied with 40-inch frames.

Hamilton Manufacturing Company, Two Rivers, Wis.

Eastern Office and Warehouse: Rahway, New Jersey

For Sale by Leading Typefounders and Dealers Everywhere

SOME PERSONS : : NOT EXCLUDING NEWSPAPERMEN : : MAKE STRANGE BED-FELLOWS : : MAY BE, THEY ALL LIKE THE SAME BUNK.—J. L. M.

ROUND-TABLE

YE RESOLUTE RESOLUTIONS; AND THEN WHAT? *Why,* LET'S LIVE UP TO THEM!

Thus We Read the Following Message from Charley Meredith, Chief of the N. E. A., to the Membership

IT ALWAYS seems to me we, or any other organization, are prone to tolerate, rather than welcome, resolutions. And we are notoriously prone to forget them, and neglect them, after they are read and passed. It is both wise and courteous for every member of the National Editorial Association to remember the resolutions adopted at the last National Convention—even if time and neglect permits others further back to be forgotten. It is : :

WISE, because, when as officer, state vice-president, field secretary, or member, you travel up and down the State, or over the country, you are apt to meet up with some one who does remember them, and your answer to his questions may put you in an awkward position to say the least, even if your attitude or answer is not positively dangerous to the interests of your Association. It is : :

COURTEOUS, because several of the Association's best members have been on the resolutions committee, and have generously given of their time, scholarship and life-time experience in cataloging problems, past and future; also they have digested written and verbal suggestions from the delegates to the convention—so that the document will be sound, sane, and safe. Let us now look at the resolutions unanimously passed at Omaha, beginning with (those expressing gratitude for courtesies extended) : :

: : There it is in *cold type.* : : It means that for every dollar a member spent the equivalent of $2.00 was received. : : And in this estimate I am taking no account of the delightful fellowship with the brethren—social and commercial. For instance, on the Nebraska trip I learned something new about a Duplex press that will make me hundreds of dollars. : :

Permit me, too, to suggest that the trade organs should be thanked, at least annually, for the pages of space they devote to our cause. These papers should be subscribed for—and paid for. When patronizing their advertisers, the papers the advertising was seen in should be mentioned. You—all know why!

> To Mr. Ole Buck, who, to the detriment of his own health, has given the most careful attention to all the many details of the convention and its educational tour, we extend our hearty thanks and wish him a speedy return to health and happiness.

It will be impossible to feel too grateful to Ole Buck. Where would you start, finish and be in between were the convention and tour to come to your state? Think of the routes; meals on time; trains on time; automobiles on time—arranged for by him and his associates. I do not recall that an item of the schedule went wrong this time.

> To President Roe, Secretary Hotaling and the other officers and committees of the Association who have contributed to its present success, we express our sincere appreciation for their labor.

That's fine. I have a suspicion President Roe practically abandoned his newspaper business during his term. So far as I have gone in my term, mine is half-abandoned. And looking toward this winter it seems to me it will be completely abandoned for an entire month or more.

I HAVE said before that were it not for Secretary Hotaling it is likely we would have had no Association. Whereas we have probably the strongest, most influential and enthusiastic Association of our craft or profession I know of in the United States. Because, in addition to Secretary Hotaling's leadership he has invariably had the co-operation of his officers and committees.

> *We again demand of the Congress immediate action looking to the discontinuance of the practice of printing return addresses on stamped envelopes and the free use of the mails for the transportation and special handling of such printed mail matter all over the country. This practice is in direct competition with the legitimate business interests of the nation, is limited exclusively to the printing industry and is therefore neither fair nor just.*

RIGHT-O! In asking the help of one of this country's biggest and most successful political "bosses" the other day I said:

> "I know you conduct two large manufacturing enterprises. I know you are president of two great insurance companies. I know you are associated with several banks as president and director, and if you don't see your way clear to help us in this matter I will consider it only human—and will not 'use it against you!' "

He rather resented my "approach" for a moment, I thought, but he said:

> "Never mind what I am, or am associated with that is a patron of stamped envelopes. I want this Government to get out of private industry. I will go along to Washington with you."

CHARLES M. MEREDITH

President 1927 & 8, National Editorial Association

—PUBLISHER QUAKERTOWN (PA.) FREE PRESS—

If he will go along with me to see Postmaster General New, Senator Moses, and Congressman Griest—he is liable to offer New the Presidency of the United States; Moses a Cabinet position, and Griest a

ERWIN FUNK

Vice-President, N. E. A. 1927-8

—Publisher Rogers (Ark.) Democrat—

Senatorship from Pennsylvania if they will co-operate. I hope to interest Andrew Mellon, also.

This is our day, and Congress. Failing this time, a new four-year contract between the Government and the Envelope manufacturers will be entered into.

Winning this time, means not only removal of formidable and irritating competition. It means giving industrial America a precedent so they may successfully attack evils in their industries.

It means an understanding, and demonstration, that more paternalism, socialism and "government-ownership" will be postponed awhile!

AND it may mean that the National Editorial Association will take the first step, in eliminating some of the deficit, in giving this country one-cent letter postage!

> We commend Senator Tasker L. Oddie of Nevada and his colleagues on the Senate Committee on Post Offices and Post Roads and all other Senators and Congressmen who have taken an active interest in the legislation on this subject advocated by this Association.

Call the roll, boys! Let's know who were the fine Senators and Congressmen in every state—many volunteers—who helped with their influence, and promised to vote. It was said there were enough commitments in the U. S. Senate to pass our bill—but were not given the opportunity because of the filibuster.

Send me a copy of your letter to, or conversation with, your Congressman and Senator. Without doubt I can get something out of it —vision, persuasion, threat, promise, praise—for my contact with other Congressmen or Senators.

> *We reaffirm the position taken by this Association at its last convention on the matter of rates of postage on second class matter. We insist that the publishers of this country should not be penalized by the continuance of war-time taxes when other forms of war taxation have been abolished. As a reasonable compromise we suggest a return to the rates on second class postage which were in effect July 1, 1920.*

NO DOUBT about us wanting cheaper rates. Nor being entitled to them. Why is the newspaper business—the right arm of the Government—left until the utter last for adjustment?

Why, too, must I pay six cents to send a single copy of my paper to a town two miles away, when I can send it to Germany for three cents?

Why does it cost me ten cents to send a piece of commercial printing weighing *ounces* to the next town—when I can weigh it up with a brick to *pounds*—and send it for ten cents?

By obeying silly and extortionate rulings and laws I believe I am mulcted every year out of money that would buy all the gasoline I need for my car.

> We are strongly opposed to the proposed policy of paper dealers in extending the broken ream price from the unit of 500 sheets to that of 1000 sheets. Such a policy would add a considerable burden to the cost of the printers doing a small amount of business, and least able to bear the increased expense. For many years the ream has been the unit of purchase as well as of production, and it should not be changed without sufficient cause.

I BELIEVE I will leave that subject open for further advisement. Personally I have so many cranky customers who want a little of this and a little of that—for some whim, or emergency, that I pass on to them any "excess costs" I am put to. Perhaps the jobbing houses are not so anxious to discipline the country weeklies as they are the little job offices in their own cities.

> *The Association again places on record its entire approval of the plan for field secretaries of state and district association and earnestly urges the most careful consideration of this matter by all the states who have not yet adopted that plan.*

I BELIEVE that next to the National Editorial Association to the Field Secretaries (which are largely the same thing, you might say, as the National Editorial Association) goes the credit for redemption of the country weekly—an institution which has been rescued from the toboggan, and set on a pinnacle where it enjoys unprecedented prestige, popularity, influence and prosperity. It is said that two Pennsylvania weeklies of approximately 3000 circulation were recently sold—one for $70,000, and one for $65,000, without real estate. Field Secretaries tell me they are hard put-to to interest city dailies. I suggest this approach:

(a) Tell the great daily we instruct the labor it will employ later on—and therefore the daily saves what would be required if it maintained or contributed to a "school."

(b) Tell the great daily we prepare its future readers for it.

(c) Tell the great daily to "be a good fellow" and join and pay like we do to lodges, missionary societies, political parties, etc., from which we never draw any pecuniary benefit.

(d) Tell the great daily the bankers are consulted when a Banking Commissioner is to be appointed; the insurance people are consulted when an Insurance Commissioner is to be appointed; miners and mine owners are consulted when a Mining Commissioner is to be appointed. And so on. And we want to be consulted when a State Printer is appointed. And so on. When, then, the State Printer is appointed we will all have a watchman on guard. Also a herald! Then we will have help for the advertising of—

Assessors' Transcripts
School Board Statements
City Council Statements
Supervisors' Statements
Delinquent Tax Statements—

And if we get these things the great daily will get them also. Between now and then even the great daily ought to go along with us—in time, influence, numbers, and dues—else their position in the ultimate will be parasitical! Seems to me those last Nine Words ought to overwhelm even a great daily.

: : : : : :

Verbose and exhaustive comment on the resolutions? Ladies and gentlemen, I have merely scratched the surface of potentialities!

ASSOCIATION : : : : PROGRESS

ONE BELLOW PROVES VALUE TO PUBLISHERS

Says a Headline in "Washington Newspaper", over the following: "About a year ago, the Washington Press Association rose up on its hind legs and bellowed. The reason for said bellow was that the Fire Insurance Companies had announced a twenty per cent reduction in rates for most every business *except the printing business.*

"A committee brought to the attention of the rate surveyor that for fifteen years there hadn't been a single printing plant burned in the State of Washington that resulted from a blaze originating within the plant! And other facts to show that the prejudice against printers might have held in the case of the dirty old-fashioned shops, but certainly not against the modern clean offices in the State of Washington today.

"June 24, 1927, the case of the Washington Press Association ended in victory, when a new deviation rate was filed admitting printing offices to this favored twenty per cent reduction class. And at the same time, the reduction was raised to thirty per cent!

"So if you were carrying $5,000 worth of insurance at a $2.00 per hundred rate, from this time forth, *you will be saving* $30 *each and every year.* As a group, the total saving will run well over $5,000 annually.

"And that's a couple of thousand more than we are sending in each year to keep the Washington Press Association running, so it can bellow occasionally when the papers of the state aren't getting a square deal!—Sol H. Lewis, Lynden *Tribune.*"

O. J. COFFIN TO TEACH JOURNALISM

At the University of North Carolina. He has left the editorship of the Raleigh *Times,* to take on the new work.

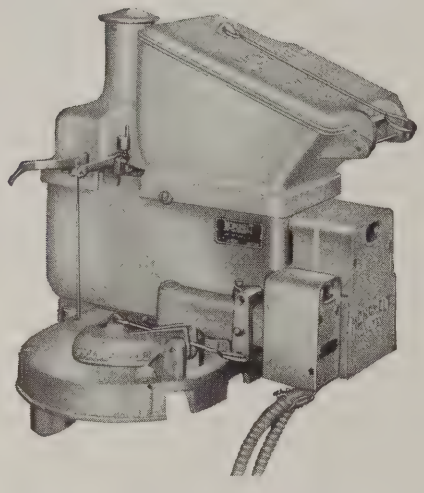
N. E. A. ADVERTISING COMMITTEE

Named by President Meredith for 1927-8: W. H. Bridgman, Stanley (Wis.) *Republican*; H. Z. Mitchell, Bemidji (Minn.) *Sentinel,* and O. J. Benjamin, Nevada (Ia.) *Journal.* (All reappointments.)

ANENT THE PROBLEM OF EXCHANGES

L. I. Griffin, Orway (Colo.) *New Era* suggests that while all

Double Melting Is OBSOLETE



The Electric Model—Monomelt System

The MONOMELT System is the modern idea—*one melting only*

WHY TOLERATE the heavy loss of type metal in the unnecessary melting and pigging of metal? The Monomelt System does away with the metal furnace and all its costly waste of time, labor and type metal. Monomelt does all the work in preparing perfect metal for the slug. It melts, cleans, feeds and guards the temperature of the metal *automatically*. Plants that use the Monomelt System *never go back to the metal furnace.*

EXHIBITOR
GRAPHIC ARTS EXPOSITION
New York *Sept. 5-17, 1927*

THE MONOMELT COMPANY
4541 Ravenswood Avenue, Chicago, Illinois

Let us send you full particulars—mail the coupon below

Please explain how the Mono-Melting System, if installed in our plant, would

- ☐ **Increase production 10%.**
- ☐ **Cut metal drossage 75%.**
- ☐ **Clean and purify our type metal.**
- ☐ **Insure clearer and sharper type faces.**
- ☐ **Produce solid slugs.**
- ☐ **Eliminate hot and cold metal.**
- ☐ **Save time, labor and floor space.**
- ☐ **Prevent sunken and defective letters.**
- ☐ **Eliminate our remelting furnace.**

We have the following machines:

No. of Machines	Make	No. with Gas Pots	No. with Electric Pots
	LINOTYPE INTERTYPE LINOGRAPH		

LUDLOWS ELRODS MONOTYPE

Firm Name .....

Street No. .....

City and State .....

Signed by ..... *Title* .....

ROUND TABLE

publishers in a state cannot possibly exchange with all the other papers, they could easily make it a point to send marked copies of issues containing items of special interest in some other editorial office. A sort of a mutual news service idea, we take it.

THE WEAK SPOT IN CONVENTIONS

PRINTERS' INK, New York: " : : These complaints are well founded. There are too many conventions, too many selfishly inspired speeches, too many dull talks and too many professional speakers who have no real message. : :. the solution is up to the program committee, : : here are some specific convention suggestions:

1. The program committee might well be a standing committee, actively functioning twelve months out of the year. It isn't possible to make up a worthwhile program in two or three weeks or even one or two months.
2. This committee ought to meet at least once a month. (Some of these meetings could be held by mail.)
3. At these meetings, each committee member might suggest a certain number of specific topics and a definite speaker for each topic.
4. The members of the program committee ought to be selected from among the best brains of the industry. A particular effort should be made to secure those executives who have demonstrated an ability to forecast the industry's trends and who are in everyday touch with its most intimate problems.
5. When suggestions are sent out to speakers, the topic, in each case, ought to be on a sharp angle of a definite subject, and the idea ought to be explained in detail. Asking a man for a talk on direct-mail advertising is not likely to produce a good speech. But asking a man to speak on a specific phase of direct-mail advertising and telling him, step by step, what the talk should cover, is more likely to assure a successful talk.
6. Every speaker ought to be told approximately how long his speech should be.
7. The program committee ought to work in close co-operation with the business papers covering its industry. The editorial departments of these publications could render valuable assistance in suggesting subjects.
8. Insist upon advance copies of all speeches and reserve the privilege of editing them exactly as a manuscript is edited in a publication office.

ASSOCIATION DATES

SEPTEMBER

GRAPHIC ARTS EXPOSITION, 5-17, Grand Central Palace, New York City.
INTERNATIONAL ASSOCIATION OF PRINTING HOUSE CRAFTSMEN, 5-17, Grand Central Palace, New York City.
INTERNATIONAL TRADE COMPOSITION ASSOCIATION, 5-17, Grand Central Palace, New York City.
INTERNATIONAL PRINTERS' SUPPLY SALESMEN'S GUILD, 5-17, Grand Central Palace, New York City.
INTERNATIONAL ASSOCIATION OF ELECTROTYPERS OF AMERICA, 5-17, Grand Central Palace, New York City.
EMPLOYING BOOKBINDERS OF AMERICA, 5-17, Grand Central Palace, New York City.
UNITED TYPOTHETAE OF AMERICA, 5-17, Grand Central Palace, New York City.
MONTANA STATE PRESS ASSOCIATION, 8-10, Great Falls.
WASHINGTON PRESS ASSOCIATION, summer meeting, 15-17, Wenatchee.
MISSISSIPPI PRESS ASSOCIATION, 21-23, Clarksdale.

OCTOBER

ANNUAL NEWSPAPER INSTITUTE OF THE NEW JERSEY PRESS ASSOCIATION, 3-4, Rutgers University, New Brunswick.
TRI-STATE EDITORIAL ASSOCIATION, 6-8, Sioux City.
INLAND DAILY PRESS ASSOCIATION, 18-19, Morrison Hotel, Chicago, (Other large agricultural, advertising and kindred associations will also meet in Chicago the same week.)
DIRECT MAIL ADVERTISING ASSOCIATION, 19-21, Hotel Stevens, Chicago.
MISSOURI PRESS ASSOCIATION, 27-29, Joplin.

NOVEMBER

INDIANA WEEKLY PRESS ASSOCIATION, 4-5, Indiana University, Bloomington.
OHIO NEWSPAPER WOMEN'S ASSOCIATION, 4-6, Toledo, Ohio.

STATE VICE-PRESIDENTS OF the N. E. A.

FOR 1927-8, Secretary Hotaling has announced the following appointments by President Meredith:

ALASKA—E. G. Morrissey, *Chronicle*, Ketchikan.
ALABAMA—Marcy B. Darnall, *Herald*, Florence.
ARIZONA—O. B. Jaynes, *Citizen*, Tucson.
ARKANSAS—C. B. Hurley, *Evening News*, Camden.
CALIFORNIA—Bernice C. Downing, *San Jose Mercury-Herald*, Santa Clara.
COLORADO—J. N. Green, *Farm News*, Colorado Springs.
CONNECTICUT—W. J. Pape, *Republican*, Waterbury.
DELAWARE—Theo. Townsend, *Chronicle*, Milford.
FLORIDA—P. V. Leavengood, *Daily Star*, Ocala.
GEORGIA—G. S. Chapman, *Progress*, Sandersville.
IDAHO—Henry C. Dworshak, *Bulletin*, Burley.
ILLINOIS—Gerry D. Scott, *Post-Herald*, Wyoming.
INDIANA—J. P. Cox, *Tribune*, Owensville.
IOWA—C. M. Richards, *Chronicle*, Toledo.
KANSAS—Mack Cretcher, *Journal*, Newton.
KENTUCKY—Keene Johnson, *News*, Lawrenceburg.
LOUISIANA—De A. Gallagher, *The Southern Printer*, 625 Audubon Bldg., New Orleans.
MAINE—Chas. H. Fogg, *Times*, Houlton.
MARYLAND—Geo. C. Rhoderick, Jr., *Valley Register*, Middletown.
MASSACHUSETTS—Gardner E. Campbell, *Item*, Wakefield.
MICHIGAN—M. H. DeFoe, *Republican*, Charlotte.
MINNESOTA—E. K. Whiting, *Journal-Chronicle*, Owatonna.

Expressions from Users

"The LEE PRESS is a dandy and we have it clipping along every day. It registers perfectly and we don't see how a press could be any better."

THE BANNER PRESS
Marblehill, Miss
W. S. Wiggs, Prop.

"We are sending you a copy of a 24x36 two-color Broadside containing half-tones, type, etc., which was printed on our LEE Two-Revolution Press.

"The impression, as you can see, is A-1 and the distribution is as good as any press costing twice as much.

"We are well pleased with the work being done on this press and you can refer to us at any time.

"We are just completing a 145,000 run for a Tablet Mill and have not had the least trouble with the press."

PROVIDENT PRINTING CO.
Tacoma, Wash.
By Jas. W. Kugel, Prop.

LEE PRESS

Users are Boosters for they make money

Write us or any dealer today to send you reason-why literature

Expressions from Users

"It will surely interest you to learn what our LEE PRESS has done in three years in the Muskegon Record Plant.

"We will wind up a wonderful record this week when the last copy of the Record will be printed on the press Friday, as a new rotary press is now being installed, the purchase of which has been made possible through the splendid work the LEE PRESS has done.

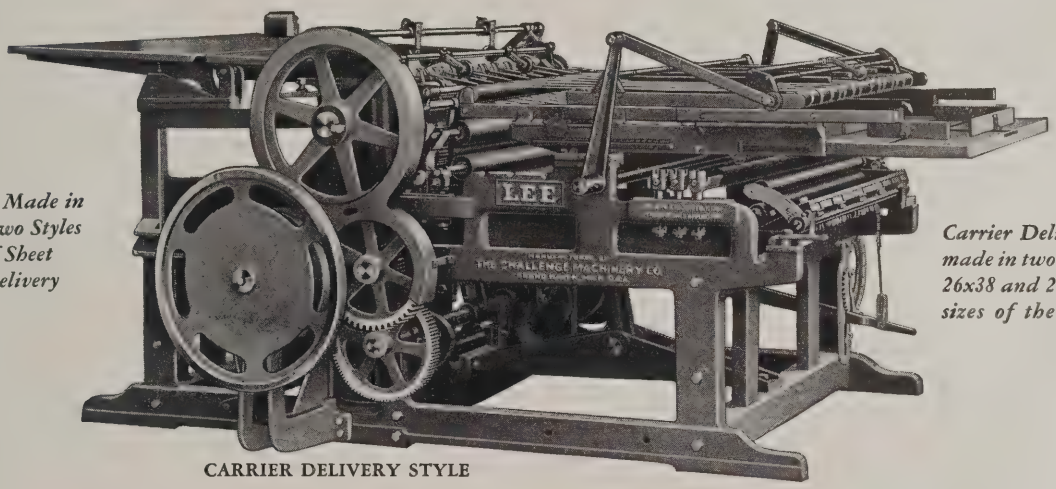
"The LEE of course will remain, but will be used exclusively for printing commercial work, which will keep it busy.

"The LEE has printed, as near as we can estimate, over 2,400,000 impressions on the Record alone, and about 500,000 more impressions on all kinds of commercial work. In all that time it has never had the attention of an expert pressman and has not cost a cent for repairs, except through two slight accidents caused by carelessness.

"The LEE has not only paid for itself, but has helped us to pay for $17,000 worth of equipment and make it possible to buy the larger rotary machine.

"Put me down for a LEE Press Booster."

THE MUSKEGON HEIGHTS RECORD
Muskegon, Mich. Glen O. Currey, Prop.



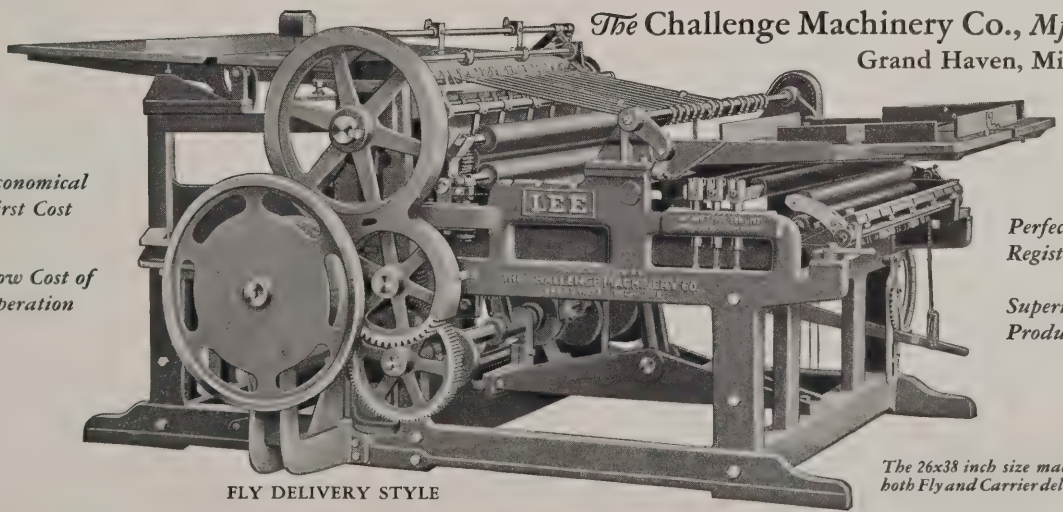
Is Made in Two Styles of Sheet Delivery

Carrier Delivery made in two sizes 26x38 and 29x42 sizes of the bed

CARRIER DELIVERY STYLE

Ease of Handling Because of Simplicity Makes the LEE PRESS a Money-Maker

The Challenge Machinery Co., *Mfrs.*
Grand Haven, Mich.



Economical First Cost

Low Cost of Operation

Perfect Register

Superior Product

The 26x38 inch size made in both Fly and Carrier delivery

FLY DELIVERY STYLE

Johnsonized

(*St. Paul*)

FURNISHERS of complete outfits for the printers, binder and typesetter, in all standard makes of new machinery and equipment. Johnsonized machinery carries a guarantee against all defects in material and workmanship; also competent supervision of installation in the customer's office. Johnsonized service is complete and is backed by better than thirty years of experience.

We are listing some of the offerings selected from the big stock of Johnsonized machinery. It will pay you to get the complete list.

One No. 2/0 Miehle Two-revolution, bed 43x56, four page seven or eight column, 12 or 13 em newspaper. Also a press for the finest line of book and job printing. Has four form rollers, table distribution, impression trip, front convertible printed side up or down delivery, air springs, complete with all standard equipment and guarantee is as strong as given with a new machine. $3900.00

One No. 1 Miehle Two-revolution, bed 39x53, four page seven column 13 em, or eight column 12 em newspaper, four form rollers, table distribution, front delivery, convertible printed side up or down, trip and air springs; fully guaranteed. $3700.00.

One No. 2 Miehle Two-revolution, bed 35x50, four page seven column 12 em, or six column 13 em newspaper, four form rollers, table distribution, front delivery, convertible printed side up or down; trip and air springs; complete with all standard equipment. $3200.00.

One No. 4 Miehle, bed 29x41, high grade fast job press, four form rollers, table distribution, trip, front delivery convertible printed side up or down, complete with all standard equipment. $3000.00.

One Pony Miehle Two-revolution, bed 26x34, high grade high speed job press, table distribution, front delivery, printed side up or down, air springs, trip; practically a new machine. $2300.00.

The above described Miehle Presses are thoroughly remanufactured and guaranteed for accurate register work, and are guaranteed as good as new for all practical purposes.

We also Offer:

One Huber Two-revolution, bed 39x53, four page seven column, 12 or 13 em, or eight column 12 em, four form rollers, table distribution, front fly delivery. This press has a large gear crank bed motion; very reliable and positive. It is an ideal combination newspaper, job and book printing press and is in absolutely first class condition. It has impression trip or throw-off, and is complete with all standard equipment. $2900.00.

One Babcock Optimus Two-revolution, bed 39x53, four page seven column, 13 em, or eight column 12 em; four form rollers, table distribution, air springs, trip, front printed side up delivery.

One Babcock Optimus Two-revolution, bed 34x47, four page six column 13 em or seven column 12 em, four form rollers, table distribution, front delivery—Optimus printed side up style, air springs; trip; a very good modern job machine. $2700.00.

One Century Two-revolution, bed 43x56, four page seven or eight column, 12 or 13 em newspaper, four form rollers, table distribution, trip, Miehle style bed motion, front fly tapeless delivery; a first class press built for speed and quality of work. $2900.00.

One Campbell Two-revolution, bed 42x60, prints four pages seven or eight column newspaper, four form rollers, table distribution, impression trip, front fly delivery, tapeless; in first class operating condition and will do the finest of newspaper printing as well as a good line of job and book work. $1800.00.

We also offer a very good stock of two revolution job cylinder presses in all of the standard sizes, and an unusually good assortment of Drum Cylinder Presses for newspaper and poster printing, in standard sizes and makes, including Babcock, Cottrell, Cranston, Scott, Potter and Hoe machines in sizes from two pages five column to four pages seven column.

We offer one complete job equipment; new machinery, type and material, at a worth while saving. This plant was purchased by a school but never used.

We also offer one complete newspaper and job plant which was only used a few weeks; the type and material just like new and the machinery carries our regular guarantee. You can save what the original purchaser lost.

C. I. Johnson Mfg. Co.

Furnishers of Complete Printing Office Equipment

48-50 East 3rd Street Saint Paul, Minnesota

ROUND TABLE

MISSISSIPPI—L. H. Bowen, *Times*, Brookhaven.
MISSOURI—J. S. Hubbard, *Missouri Publisher*, Columbia.
MONTANA—T. J. Hocking, *Courier*, Glasgow.
NEBRASKA—H. D. Leggett, *Quiz*, Ord.
NEVADA—W. C. Black, *Review-Miner*, Lovelock.
NEW HAMPSHIRE—Chas. G. Jenness, *Courier*, Rochester.
NEW JERSEY—Richard C. Anzer, *Hudson News*, Union City.
NEW MEXICO—J. G. Greaves, *News*, Portales.
NEW YORK—C. G. Clarke, *Record*, Perry.
NORTH CAROLINA—J. A. Sharpe, *Robesonion*, Lumberton.
NORTH DAKOTA—Wayne Peterson, *Turtle Mountain Star*, Rolla.
OHIO—C. R. Callaghan, *Gazette*, Bellevue.
OKLAHOMA—N. A. Nichols, *American*, El Reno.
OREGON—Hal. E. Hoss, *Enterprise*, Oregon City.
PENNSYLVANIA—Marion S. Schoch, *Times*, Sellinsgrove.
RHODE ISLAND—E. A. Noyes, *Standard*, Wickford.
SOUTH CAROLINA—E. H. DeCamp, *Ledger*, Gaffney.
SOUTH DAKOTA—E. B. Oddy, *News*, Woonsocket.
TENNESSEE—Hugh J. Doak, *Times*, Manchester.
TEXAS—Mrs. Lee J. Rountree, *Eagle*, Bryan.
UTAH—Chas. England, *Journal*, Logan.
VERMONT—Harry E. Parker, *United Opinion*, Bradford.
VIRGINIA—George N. Buck, *Sentinel*, Front Royal.
WASHINGTON—Frank S. Evans, *Courier-Times*, Sedro-Wooley.
WEST VIRGINIA—H. L. Snyder, *Register*, Shepherdstown.
WISCONSIN—Mark R. Bell, *News-Budget*, Ladysmith.
WYOMING—O. G. Frazine, *News-Letter*, Newcastle.

INDIANA LEAGUE OF HOME DAILIES

NEWLY ORGANIZED, by the following: Alexandria *Times-Tribune*, Bicknell *News*, Bloomington *Telephone*, Bluffton *Banner*, Clinton *Clintonian*, Connersville *News-Examiner*, Crawfordsville *Journal*, Decatur *Democrat*, Frankfort *Times*, Greensburg *News*, Hartford City *Times-Gazette*, Huntington *Press*, Lebanon *Reporter*, Newcastle *Courier*, Peru *Tribune*, Plymouth *Pilot*, Portland *Republican & Sun*, Princeton *Clarion-News*, Rochester *News-Sentinel*, Rushville *Republican*, Seymour *Tribune*, Shelbyville *Democrat*, Wabash *Citizen*, and Washington *Democrat*.

PUBLICITY CONTROL BUREAU LAUNCHED

THE CALIFORNIA Newspaper Publishers' Association, Ben Read, field manager, announces steps toward this project:

First—A Publicity Control Bureau has been established, owned and operated by the publishers' association, to handle publicity for non-profit community events.

Second—Members have signed a pledge to the effect that they will not use publicity for non-profit community events coming from the office of a paid press agent.

There are a large number of community events, fairs, expositions, pageants, etc., that are peculiar to California. Publishers have always been glad to support such events. They have given them free space although practically every other line of business which furnished anything for such events received pay. But when the paid press agent took over the publicity and advertising for such events and began making a profit out of them at the expense of the news columns of the newspapers, the publishers felt it was time to call a halt. They felt that the newspapers in giving space to such events could do so through their own association.

The publicity Control Bureau has secured its first job from the Orange County Fair. This was secured in stiff competition with Los Angeles press agents, who tried to convince the fair management that press agents could get more publicity from the newspapers than the newspapers would give through THEIR OWN association. Every effort is being made to prove the success of the plan with this fair and serve notice to all such future events and to all press agents that the newspapers can handle matters pertaining to their own business better than any one else.

The association has not and cannot pledge any member to give any of his space to publicity from the Publicity Control Bureau. All that the association has said is that this bureau will prepare and send out the publicity and it is believed that newspapers will be more likely to cooperate with their own association than with paid press agents.

On every event handled the association will endeavor to turn some of the funds into paid advertising in newspapers.

This is a daring step in attempting to solve the big problem. Its operation is being closely watched by newspapers all over the nation. Press agents in particular are watching the outcome.

ALABAMANS PLAN TO ISSUE RATE BOOK

THE STATE PRESS association has a committee at work to compile data for all papers in the state, and information about Alabama.

MORE ACCURACY IN COMMUNITY PAPERS

LOUIS H. ZIMMERMANN, secretary-treasurer of the Wisconsin association, suggests in a bulletin to members that country correspondence be printed with the signature of the writer, making the correspondents more careful.

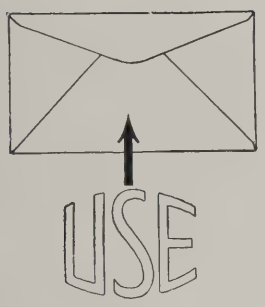
PAPER WINS SEPARK PRIZE

THE HICKORY (N. C.) *Record* has been awarded $250 in a contest for best community service in 1926, by the N. C. Press Association special committee. Thirty entered. The *Record's* work toward rebuilding Lenoir Rhyne College, following a fire, won the award. The Roxboro *Courier* won the Savory cup for best make-up. Eric Rogers edits the *Record* and J. W. Noell the *Courier*.

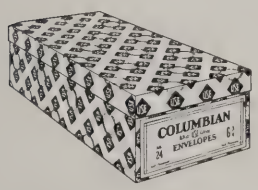
"ENVELOPE FIGHT"; ANOTHER ANGLE

PRINTING, New York: (Editorial)—"The Fight Goes On:" In spite of the failure of the government to put an end to the envelope business done by the post office department in competition with printers and envelope manufacturers, the fight against this unfair government

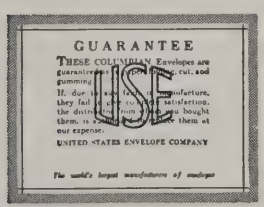
But what in thunder did he *have* last?



The watermark appears in every envelope



This attractive box with the USE all-over design will not soil or show dust in your stock



The guarantee protects your customer—and YOU

AN order like that pictured above brings up visions of a dozen brands and as many qualities.

Records must be looked up. And then — well, you hope for the best.

You get away from this when you standardize on Columbian USE White Wove Envelopes.

Columbian USE White Wove is the one white wove envelope that is identified by unusual and attractive packaging, watermark and guarantee.

What other brand sticks in the buyer's mind from one order to the next? What other can you recommend as amply fine for correspondence and low enough in price to be used for third class mailings?

Perhaps you haven't "met" Columbian USE White Wove Envelopes. If that's the case, we've a neat sample box here all ready to mail you. Just send us the name of the man to address.

Most paper merchants carry Columbian USE White Wove Envelopes in all commercial and official sizes from 5 to 14, and Monarch. See yours. Or write us for the name of a nearby distributor.

UNITED STATES ENVELOPE COMPANY

The world's largest manufacturers of envelopes

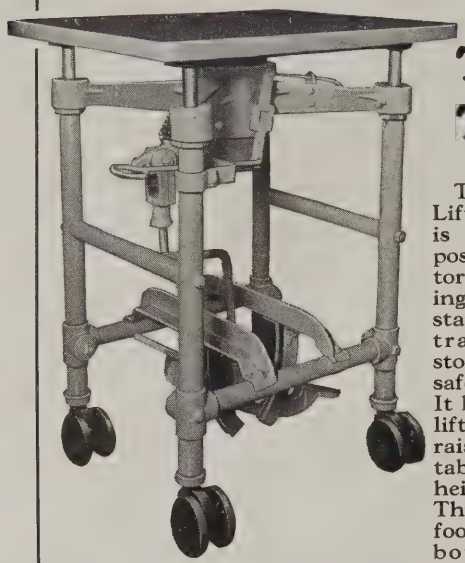
SPRINGFIELD, MASSACHUSETTS

With fourteen manufacturing divisions covering the country

High-cut, clear white wood pulp paper, good to write on, type on, print on. They seal without trouble, are moderately priced, and come in all commercial and official sizes from 5 to 14, and Monarch.

COLUMBIAN White USE Wove ENVELOPES

MONARCH
Self-Lifting
Truck-Table



The Monarch Self-Lifting Truck-Table is just what composing room operators have been waiting for. With it, standing type can be transferred from stone to stone with safety and dispatch. It has an automatic lifting device that raises or lowers the table to the exact height of the stone. This is operated by foot-power, leaving both hands free. Large swivel rollers make transportation smooth and easy. In convenience and economy of time it is worth many times its cost. *Send for descriptive circular.*

The Monarch Engineering & Mfg. Co.
1206 American Bldg., Baltimore, Md., U. S. A.
WORKS, CURTIS BAY, MD.

Dependability - Practicability - Durability - Value

The
Margach Feeder
for
Linotypes, Intertypes, Monotypes, Ludlows, Elrods

Eventually — Why Not Now
(With apologies to Pillsbury)

What other article is guaranteed for ten years against further cost than the $75.00 for a Margach?

And what other accessory to the type-setting machine can fill an entire news-paper page with agate lines of SATIS-FIED users?

Margach Manufacturing Co.
Incorporated
213 CENTRE STREET NEW YORK

ROUND TABLE

activity goes on. A campaign is being waged by the Bureau of Envelope Manufacturers which seeks to build up a sentiment against government competition among users of envelopes and there is evidence that the campaign is bearing fruit. Many users of envelopes have written to the Bureau to say that they did not realize the injustice of the government envelope business. The letter which the envelope manufacturers are sending out summarizes the situation well. It says, in part:

"We feel sure that you would keenly resent any effort on the part of the Government to exploit a competitive product or service in your own field, yet there is no more reason why the Government should distribute envelopes, than it should compete actively with your own business.

"Envelopes are the only commodity distributed and sold by the United States Government in competition with private enterprise. The Post Office Department carries on this business by authority of statutes which require that the envelopes shall be sold at cost, hence without the usual charges for selling and distribution expenses which the private manufacturer, merchant or printer must incur.

"Private envelope manufacturers, merchants and printers feel, justly we believe, that this activity on the part of our Government is an unwarranted form of competition with its own citizens and taxpayers."

ASSOCIATION ELECTIONS

AMERICAN PHOTO-ENGRAVERS ASSOCIATION—President, Victor W. Hurst, Rochester, N. Y.; first vice-president, M. C. Gosiger, Cincinnati; second vice-president, Elmer Held, St. Louis; secretary-treasurer, O. F. Kwet, Canton, Ohio. Executive Committee: Charles A. Stinson, Philadelphia; E. W. Houser, Chicago; Adolph Schuetz, New York; Otto Rumpel, Detroit, and Carl C. Freilinger, Portland, Oregon.

CANADIAN WEEKLY NEWSPAPERS ASSOCIATION—President, S. N. Wynn, Yorkton, Sask., Enterprise; first vice-president, H. B. Anslow, Campbellton, N. B., Graphic; second vice-president, Hugh Savage, Duncan, B. C., Cowichan Leader; manager and treasurer, Louis J. Ball.

NORTH CAROLINA PRESS ASSOCIATION—President, A. L. Stockton, Greensboro News; vice-president, J. W. Noell, Roxboro Courier; secretary-treasurer, Miss Beatrice Cobb, Morganton News-Herald; field secretary, B. Arp Lowrance, Charlotte.

VIRGINIA PRESS ASSOCIATION—President, John A. Whitman, Wytheville, Southwest Virginia Enterprise; secretary, C. L. Weymouth, Ashland Herald-Progress; treasurer, George O. Green, Clifton Forge Review.

INDIANA LEAGUE OF HOME DAILIES—President, George L. Saunders, Bluffton Banner; vice-president, S. B. Boyd, Washington Democrat; secretary and treasurer, H. Edmund Scheerer, of Sheerer, Inc., Chicago.

SOUTH CAROLINA PRESS ASSOCIATION—President, B. H. Peace, Greenville News.

PRESENTING FIELD MANAGER DE NOYER

The New England Press Association's field man, (see picture in first cover of this issue) recently started in office at 100 Boylston Street, Boston, Mass., first entered newspaper work as a reporter for the Boston *Journal,* immediately after his high school course. When Munsey took the paper over, Mr. DeNoyer went with the Boston *Traveler* as advertising solicitor. Three years later he joined the staff of the Boston *American.* When William Butler started his weekly paper, the Boston *Common,* Mr. DeNoyer went with him as advertising manager. After the passing of Mr. Butler, Mr. DeNoyer went back to the old Boston *Record* until the opening of the war. Upon being discharged from the army he entered the employ of Chester I. Campbell, as assistant manager, and was active in the "Boston Automobile Show," "International Textile Exhibition," "Home Beautiful Exposition," and the "National Shoe and Leather Exposition."

In 1925 he entered the publishing business for himself with offices at 100 Boylston Street, Boston, which is now the headquarters of the New England Press Association.

MANUFACTURERS : : SERVICES

JOHN RUSKIN: "All works of quality must bear a price in proportion to the skill, time and risk attending their invention and manufacture. Things called dear are, when justly estimated, the cheapest."

C. E. MONTAGU: "What matters is that each should do, not what on the whole, might be the best thing for most men to do in a similar case, but the best thing that he, being just as he is, can do on an enthusiastic impulse of his own and as a genuine expression of himself."

CHANGE IN RICHARDS, KALAMAZOO.

J. A. RICHARDS has issued notice that the co-partnership formed March 1922 between himself and James G. Kline, as J. A. Richards Company, has been dissolved as of July 27, 1927. Mr. Richards has purchased Mr. Kline's third interest, assuming all assets and obligations, and is continuing to operate the business as the J. A. Richards Company, now in its twenty-first year. He has associated with him his two eldest sons, R. N. and G. A. Mr. Kline remains as machinery department foreman. The company is specially advertising its Multiform DeLuxe and Kalamazoo Saw Trimmers.

CHIEFTAIN BOND FOLDER IS UNIQUE

NEENAH PAPER CO., Neenah, Wis., is sending out a very attractive die-cut folder covering its Chieftain Bond grade. The Indian

The Genuine New Model Rosback Perforator

(Foot Power)

What Do You Think of This?

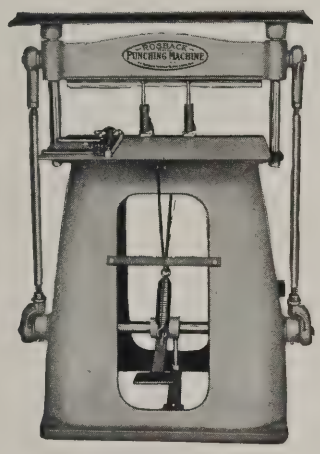
15-inch - -	$120.00	24-inch - -	$150.00
20-inch - -	125.00	28-inch - -	200.00

F. O. B. Factory

For a GENUINE ROSBACK with extra heavy inlaid tool steel die, guaranteed for 5 years and special music wire punches, micrometer adjusting table gauges and steel stripper and a feature for close to the edge perforating.

We Don't Know How To Build 'Em Better.

Rosback Pony Six Multiplex Punching Machine



Built in
Foot Power, Belt Power
and Motor Drive

Foot Power With Two Round Hole Heads Complete

for only **$165.00** F. O. B. Factory

It punches round, open and special shapes of holes, perforates, tab cuts and round corners.

You can't afford to be without one at this price.

See them in operation at the National Graphic Arts Exhibition in New York, Sept. 5-17, 1927

Manufactured by

F. P. ROSBACK COMPANY, Benton Harbor, Mich.

The Largest Perforator Factory in the World

EXHIBITOR
GRAPHIC ARTS EXPOSITION
New York *Sept. 5-17. 1927*

Many Newspapers Installed

THE ROCKAWAY

Automatic Spaceband Cleaner

Because it saves money in time, in spacebands, in matrices. Does better work than can be done by hand and better work than has ever been done before. Cleans bands uniformly. Keeps the sleeves true, helps produce better slugs and cleaner printing. No more "hair-lines", no more crushed matrices.

Machine sent on 10 days trial.
Write for one today.

The Rockaway Company

4926 Vliet Street, MILWAUKEE, WIS.

Save Dollars

by cutting Composition Costs

This Way

Millions of dollars in the aggregate are tied up in standing forms. How much of your money goes to make up this total, and unnecessarily so?

If you have a standard job press you are equipped to mold your own Certified mats from which you can make your own stereotypes upon a moment's notice.

If you are interested in saving yourself some money, and giving your customers even better service, our Certified Printers' mat proposition should appeal to you.

Certified Dry Mat Corp.,
338 Madison Ave.,
New York, N. Y.

Date.....

Gentlemen:

You may send us a sample of your Certified Printers' mat, together with full particulars. There's no obligation on our part.

NAME .....

ADDRESS .....

By ..... Title.....

ROUND TABLE

Head trade mark is cleverly used, and the folder contains a large range of colors in which Chieftain is stocked.

NEW C & G ATTACHMENT IS UNIQUE

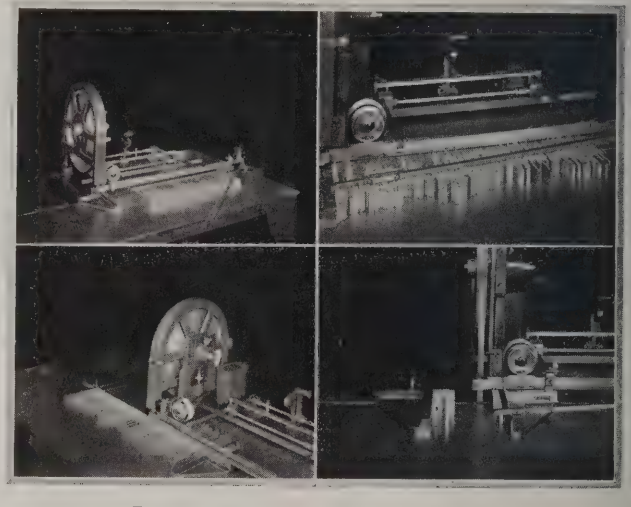
This Writer recently saw a new attachment for the Cheschire & Greenfield Router, Jig Saw and Type High machine, which is easily capable of quick production of special and novel tint blocks, cutting ovals, elipses and other figures in positive and automatic action. Sam Greenfield of the C & G company, demonstrated that this attachment will make tint blocks in any shape desired. Special arrangements were made to show the device at the Graphic Arts Exposition in New York.

CUTLER-HAMMER'S NEW STARTER

"The Smallest Across-the-Line Starter for 5 h. p. AC Motors", "no larger than a telephone box" is one way in which the new C-H 9586 "AAA" starter is described. It handles motors of 5 h. p. or under, gives push-button control starting and stopping and provides thermal overload protection and no-voltage protection. Push-buttons are on the front of the case. A novel feature is the contractor. A roller is forced between two fingers to complete the circuit. Thus a double break and a wiping contact are secured. Use of the proper heater coil in the thermal overload relay adapts the device to any horse-power. The starter is being supplied to machinery builders without the case for use as standard incorporated equipment.

ALL-MEASURE COMPOSING STICK

Practical Features of the new Rouse All-Measure composing stick are revealed in applying it to various composing room uses. It locks firmly to pica or ½-pica measure and it also clamps to any point measure or intermediate. Two small pins project at the knee, held in place by springs at the back. The pins drop into proper holes as pica or ½-pica measure is required. At other measures both pins are depressed. It is manufactured in 2-inch and 2¼-inch widths, and in lengths of 6, 8, 10, 12, 15 and 20-inches. A practical means of producing this in stainless steel has been developed.



Four Views of Rouse New Band Saw

First, a full galley of 30-em slugs in position to align for cutting. The loose lever is slowly drawn into position and locked, aligning every slug to proper position for the cut, and holding them firmly during the entire operation. Blank ends drop into a trap hole. The next picture shows the lever being brought over. Then, the saw in the middle of a cutting operation. Finally, the saw arrangement.

PUTS HIGH-SPEED PRESS ON THE MARKET

E. W. Ihrig, president of the Ihrig Machine Co., Oshkosh, Wis., announces that the concern has taken over the manufacture and marketing of the McCain High-Speed Automatic Feed two-revolution cylinder press.

INTERTYPE TO BUILD A LARGE HOME

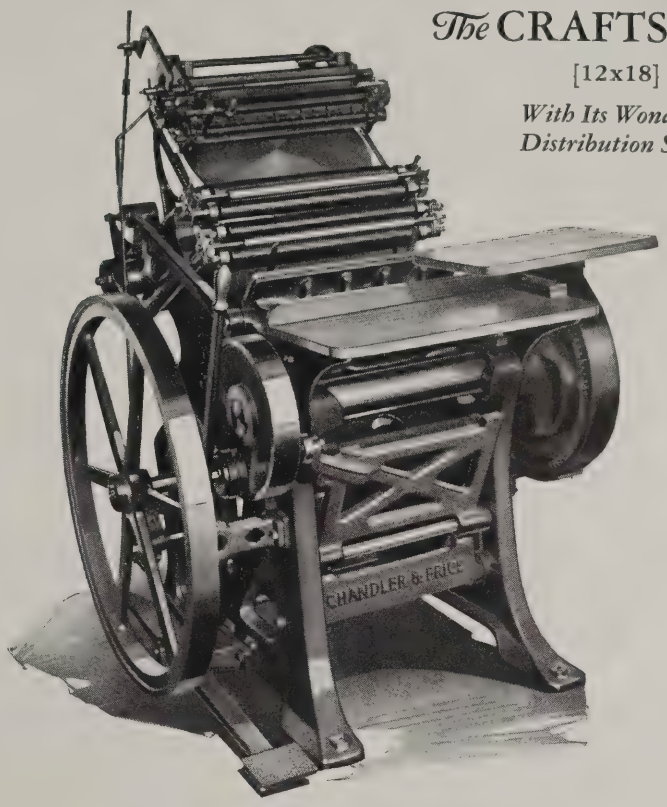
Announcement is made that the Intertype Corporation, manufacturers of the Intertype composing machine, has completed plans for a large new factory at Harrison, N. Y., a suburb of New York City. The Corporation owns 43 acres of land near the railroad station. The new building will cover about four and a half acres. As will be seen by the architect's drawing, it will be a one-story brick structure and its attractiveness will be enhanced by appropriate landscaping

Provision has been made for recreation grounds, with baseball field,

The CRAFTSMAN

[12x18]

With Its Wonderful Distribution System



CHANDLER & PRICE PRINTING PRESSES

FOUR SIZES—8x12—10x15—12x18—14½x22

We carry all sizes of Chandler & Price Presses in stock at our Selling Houses for prompt delivery. When in the market for a new C. & P. Press, *write, telephone or wire your requirements,* including motor equipment, *to the nearest Selling House of the*

AMERICAN TYPE FOUNDERS COMPANY

Selling Houses located in the following cities:

Boston				Denver
New York	Buffalo	Atlanta	Milwaukee	Portland, Ore.
Philadelphia	Pittsburgh	Chicago	Minneapolis	San Francisco
Richmond	Cleveland	Detroit	Kansas City	Spokane
Baltimore	Cincinnati	St. Louis	Des Moines	Los Angeles

EXHIBITOR
GRAPHIC ARTS EXPOSITION
New York *Sept. 5-17, 1927*

SET IN MEMBERS OF THE GARAMOND FAMILY TEAGUE BORDERS

VANDERCOOK
RIGID BED
PROOF PRESSES
Discovers press holding causes before the form reaches the production press
Turns press holding losses into production PROFITS
A Special Model for Every Purpose. Ask for Catalog.
VANDERCOOK & SONS,
Originators of the modern proof press.
1716-24 W. Austin Ave., - - - CHICAGO.

Electrotype Specialists

Experience has taught us how to handle exceptional jobs in halftone and color so that impressions from electrotypes are equal in quality to reproductions from the original engravings.

We are serving and satisfying a growing clientele with Lead Mould Electrotypes and Nickeltypes of precision and exactness for their particular work.

Badger Electrotype Co.
129-135 Michigan St., Milwaukee, Wis.

THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet

The Robert Dick Mailer
137 W. TUPPER ST. BUFFALO, N. Y.

NPJ ROUND TABLE

tennis courts, handball walls, etc. The building will include an assembly auditorium with more than 1,000 seats. It will also contain facilities for moving pictures, dancing, basket ball and volley ball, a modern cafeteria, library, shower and locker rooms, and a hospital for medical and health service. The Intertype Corporation now employs about 1,000 workers with an annual payroll amounting to more than $1,500,000.

Neal Dow Becker, president, said: "I believe that the next few years will see a substantial growth in the printing and publishing business, which is already one of the world's greatest industries. Intertype Corporation is preparing to maintain itself in a position to serve the industry. The problem of increasing production was solved for a time by the leasing of another large building in Brooklyn which is devoted to the manufacture of matrices. Almost from the beginning of my connection with Intertype plans have been in the making for the building of a large new factory for the proper housing of the growing organization.

"And now, the executive offices located at 1440 Broadway, New York, and the two factories in Brooklyn will be combined in one building in Harrison, which will include the most modern manufacturing facilities and many unusual features for the convenience and pleasure of Intertype employees."

It is planned to begin building operations soon and that the new factory will be in operation in September.

New Home for Intertype Corporation

The following are the officers of the Intertype Corporation: Neal Dow Becker, president; D. R. Salisbury, vice-president; J. W. Lindsay, vice-president; H. G. Willnus, vice-president and secretary; H. A. Peterson, comptroller; H. A. Grube, treasurer; F. R. Hoffmann, assistant secretary and assistant treasurer.

THE GOUDY TYPE FAMILY, NEW SHOWING

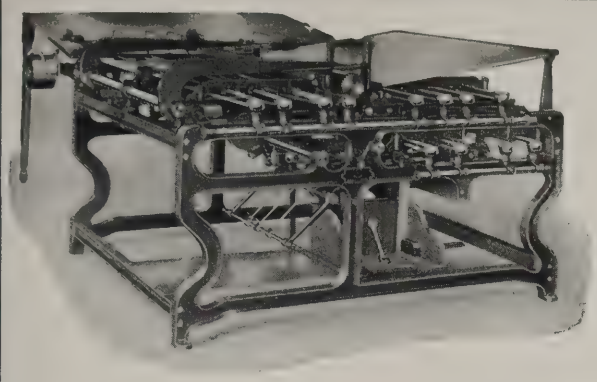
One of the Most fascinating and continuously interesting publications that has come over the "NPJ" Round Table" desk recently, is "*A Composite Showing of Goudy Types*," by the American Type Founders Co. There are 123 pages, many in colors, showing the A. T. F. Goudy faces in almost every conceivable use and arrangement, together with appropriate borders, initials, decorations, and so on. There is a brief but comprehensive sketch of Mr. Goudy and his work. Sections of the publication cover "Goudy Oldstyle & Italic", "Goudy Catalogue & Italic", "Goudy Bold & Italic", "Goudy Handtooled & Italic", and "Goudy Extrabold". Many specimens of commercial printing jobs are shown, as well as advertising uses, cover designs and other fine works of constant interest to everyone interested in printing production.—*J. L. M.*

NEW PAPERS

Camarillo (Calif.) News.
Cypress (Calif.) Enterprise.
Los Angeles (Calif.) Daily Bulletin-d.
Sunland (Calif.) Free Press.
Quincy (Mass.) Transcript.
Clinton (Okla.) Daily News-d.
Okmulgee (Okla.) News Publishing Co.—Will begin publication of daily Oct. 1.
Sinston (Tex.) Enterprise.
Lake Geneva (Wis.) News-Tribune-d.

REBUILDINGS:NEW HOMES:ADDITIONS

Artesia (Calif.) News—In larger quarters.
Beaumont (Calif.) Gateway Gazette—To Build.
Oceanside (Calif.) Daily Tribune—Work started on a new building.
Reseda (Calif.) Banner—Building new home.
Argenta (Ill.) Register—Has purchased new building.
Waukegan (Ill.) Daily News—Is building new home.
Arkansas City (Kans.) Traveler-d.—Purchased building erected for it.
Winfield (Kans.) Daily Courier—Remodeling plant.
Greenbush (Minn.) Tribune—In new home.
Long Island City (N. Y.) Daily Star—To build two-story and basement addition.



Do You Know

that the

MENTGES NO. 2

Newspaper and Periodical Folding Machine

will not only fold your paper accurately, efficiently and economically, but will also handle books, circulars, magazines and other job work? The following letters tell a little of the story:

"In addition to the regular run of newspaper work, our Mentges has been used a great deal in folding circulars and book work."

Weatherford Democrat, Weatherford, Texas.

"We fold the Democrat each week and the Sullivan County Farm & House Bureau News every month. We also use the folder for book work."

Sullivan County Democrat, Callicoon, N. Y.

Write for full particulars today

The Mentges Folder Co. - - - Sidney, Ohio

FOR IMMEDIATE SHIPMENT AT ALL SELLING HOUSES

Printing Machinery and Supplies

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AMERICAN TYPE FOUNDERS COMPANY

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EXHIBITOR
GRAPHIC ARTS EXPOSITION
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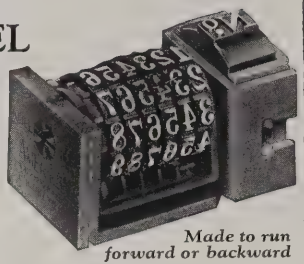
New ALL STEEL

MODEL 64

Precision methods and large production have produced the best value ever offered in a high-grade machine. Has tool steel drop ciphers and solid one-piece plunger. Six wheels **$10**



AMERICAN
Numbering Machine

Made to run forward or backward

100 Other Models for All Presses

AMERICAN NUMBERING MACHINE CO.
224 Shepherd Ave., Brooklyn, N.Y.

Branches
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Impression of Figures

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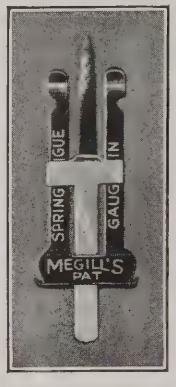
Carried in Stock by American Type Founders Company and All Printers' Supply Houses



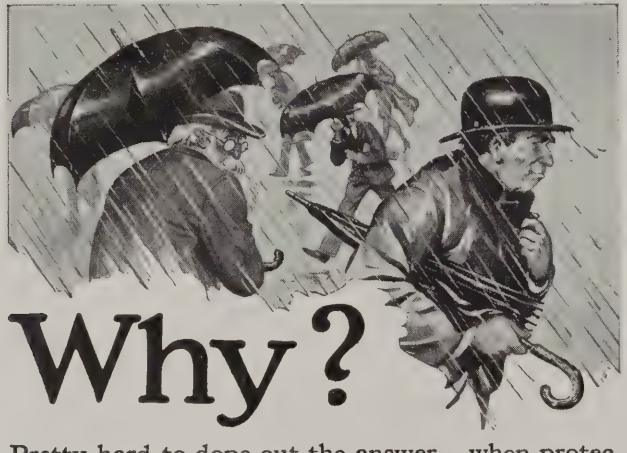
MEGILL'S GAUGE PINS
for Job Presses

Spring Tongue Gauge Pins, $1.80 doz.
Reg. U. S. Pat. Office.

Always uniform and dependable. We make many styles. Send for illustrated circular.

Sold by reliable dealers or direct.

THE EDWARD L. MEGILL CO.
EST. 1870
761 Atlantic Ave., Brooklyn, N. Y.



Why?

Pretty hard to dope out the answer—when protection is right at hand yet remains unused.

Right at your hand are the extraordinary facilities of Western States—offering you protection in *every* envelope situation!

What's wanted—low bid . . . speed . . . exceptional quality . . . special stock . . . odd size or shape? Western is ready as no envelope factory ever was before—but what good is it *if you don't open it up?*

Twenty million envelopes—over 600 styles already made up—waiting instant shipment. Every known staple—and literally scores of styles, shapes and variations that ordinary factories regard as unwelcome "specials"!

Your umbrella is wilfully closed unless you have right at hand our Price List No. 28. It's free—so write today.

The Western States Envelope Co.
South Water *from* Clinton *to* Ferry Sts.
Milwaukee Wisconsin

ROUND TABLE

North Bend (Ore.) Coos Bay Harbor—Building new home.
Granger (Wash.) Enterprise—Has purchased building in which printing plant is located.
Olympia (Wash.) News—Moved to Convery Bldg. at 214 E. 6th.
Madison (Wis.) Capital-Times—In new building.
Madison (Wis.) Daily Cardinal—Will be printed in plant of its own in Y.M.C.A. Bldg.

From RECENT LETTERS FROM "NPJ" READERS : : :

FRANK M. KEFFER, Van Nuys, (Calif.) *News*—"Desire to congratulate you on general appearance, the content matter and the service to printers and publishers which characterize your publication."

EDWARD T. HAYDEN, Beacon (N. Y.) *Fishkill Standard*—"Check for three years' subscription to your most valuable publication, which has been of great assistance to me."

ROY F. BAILEY, Salina (Kans.) *Daily Journal*—"You will be interested to know that NATIONAL PRINTER-JOURNALIST is widely read throughout the newspaper offices of the country. We have received many congratulatory letters from those who read the article. To top it off I received a request for my picture which is the highest tribute I know that could be paid to the art and press work of your publication."

SAM P. HARBEN, Secretary Texas Press Association, Richardson *Echo*—"The mechanical force, especially the press room, always ask for *'NPJ'* and enjoy your splendid work."

W. W. AIKENS, Franklin (Ind.) *Evening Star.*—"You are putting out a very serviceable magazine. Would that the small town daily and weekly publisher devoted more of his time to reading the trade publications such as yours, and profit, if possible by the splendid articles you are continually publishing for his betterment."

RIGHT LUBRICANT IS IMPORTANT, TOO

G. B. STUART, *American Machinist*: In these days of specialization, and of choosing the right machine and the right man for the job, we still frequently run across an anomaly in the form of the shop that uses a single oilcan for lubricating anything in sight. Modern machinery, with its great variety of high-speed parts, delicate automatic mechanisms, intricate gear combinations, and close fitting bearings, needs the right lubricating oil in the right place to get efficient operation, and the common shop oilcan does not fill the bill. It occurs to me that the machine builder should put on the nameplate of the machine some indication of the type of oils best suited for the different mechanisms."

NEWS : : : : : EDITORIAL

HONORARY DEGREES TO PUBLISHERS

MERLIN HULL of the Black River Falls (Wis.) *Banner-Journal* has this to say concerning the bestowal of honorary degrees on newspapermen by universities:

"Honorary degrees in this country are something like those gilt medals which the kings of the old countries hand out to folks nobody else ever heard about, but all the universities are liberal in handing out such honors. Sometimes they swap with each others' faculties.

"But we are glad that a New York editor got one, this time. It's a sign that 'us editor-folk' are in on something occasionally, and eventually the university may invent some new degree like 'Doctor of Classified Ads' or 'Doctor of Unpaid Subscriptions' and pass some of the honors out to us country editors and help us to get cocky enough to meet our creditors face to face without flinching."

PUBLICITY FOR LOCAL BENEFITS

S. N. P. A. BULLETIN: Edwin J. Paxton, Paducah (Ky.) *Sun*: "The Paducah newspapers stand as a unit on this question, and many others. All entertainments where an admission is charged must pay for any publicity given. We make it a practice to donate one story, the first announcement of the event, and everything after that comes in at the usual advertising rates. Almost every organization in the city, at some time during the year, puts on some type of entertainment to make money for their work, or some special movement; and all of them are put on the same basis: they pay. Since we have adopted this policy, we have not had any trouble at all, and it can be followed in the towns where it is not if the publishers would only get together, and stick."

TIME CLOCK IN EDITORIAL DEPARTMENT

EDITOR & PUBLISHER: Marvin H. Creager, managing editor *Milwaukee* (Wis.) *Journal*, denied a report printed in New York that the

The Miller Saw-Trimmer Company

invites you to inspect the line of New Miller Printing Machinery on display at the National Graphic Arts Exposition, Grand Central Palace, New York, Sept. 5th to 17th, 1927.

This includes the New Miller Simplex 19x25 Automatic Two-Revolution, the New 1927 Model Miller High Speed Press and the New Miller Master-Speed Jobber, "The Printer's Greyhound"—*all operating in pairs* under the established Miller ratio of *one pressman to two machines.*

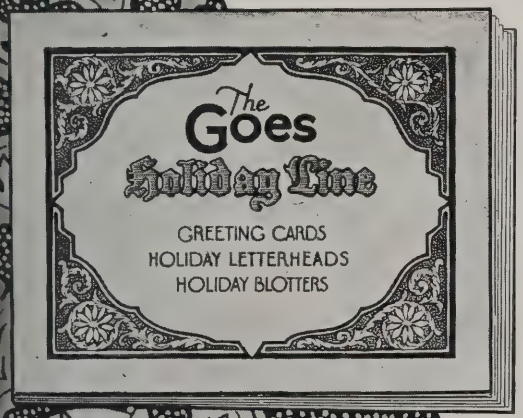
In addition will be shown the latest models of Miller Saw Trimmers, Miller Slugotype Saw, an attachment for Intertypes and Linotypes, and many other useful Miller Accessories.

If you don't attend the Exposition, write for descriptive matter · · mailed free on request.

MILLER SAW-TRIMMER COMPANY
PITTSBURGH, U. S. A.

Branches in All Principal Cities.

Cold Prospect or Warm Friend?



ONE sure way to close a sale is to show your prospect something better, something different, something especially suited to his needs. Nothing else can so hearten your salesmen, nothing else so surely turn cold prospects into warm friends.

With the Goes Holiday Line you *can* turn cold prospects into warm friends. A Goes Holiday Line Portfolio plus a few well chosen sales points will close many an order—make many friends

It is a beautiful line—one that will attract immediate attention. It includes Holiday Letterheads—Greeting Cards—Holiday Blotters—each subject produced by the incomparable Goes Direct Process of Offset Lithography. The samples are arranged in an attractive, convenient Portfolio, size 11 by 14 inches. With each Portfolio is sent a group of 28 pertinent sales and greeting letter suggestions.

Write for this splendid piece of sales equipment today. It will cost you 50c plus postage but it will be worth far more than that amount to you. It will produce orders for you.

Send, too, for the Goes Calendar Pad Catalog showing our 90 styles of Calendar Pads. Free on request.

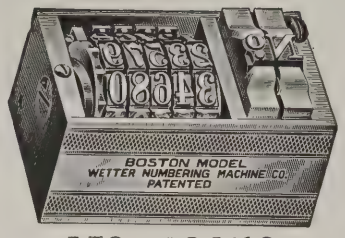
GOES LITHOGRAPHING COMPANY
41 WEST 61st STREET CHICAGO, ILLINOIS

3561

WETTER

LOW PLUNGER

Numbering Machines



Can be "locked" in the form the same as type and sometimes with type — enabling you to Number and Print at one operation.

Will enable you to do your numbering quicker.

Will prevent your work being seen by competitors.

In every way more satisfactory than sending work out to be numbered.

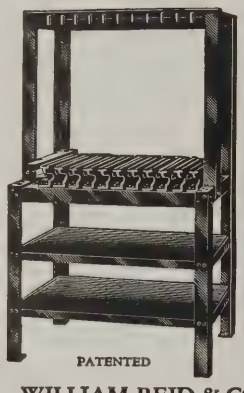
No 12356

FACSIMILE IMPRESSION

ALL DEALERS

WETTER NUMBERING MACHINE COMPANY

Atlantic Ave. and Logan St. Brooklyn, N. Y., U. S. A.



PATENTED

Reid Linotype Magazine Storage Rack

7 reasons why you should buy them

1—Holds more magazines in a given space than any other rack.
2—Valuable storage space above and below the magazines.
3—Size of rack to hold 11 magazines, width 34½ inches, depth 26½ inches, height 60 inches.
4—No moving parts, all iron and steel, will last indefinitely.
5—Magazines will not fall on floor.
6—No wear on mouth of magazine.
7—Price of 11 magazine rack, $105.

Write for full descriptive booklet

WILLIAM REID & CO., 537 S. La Salle St., Chicago, Ill.

New

FORREST HOTEL

49th Street just West of Broadway
Adjoining the Forrest Theatre

NEW YORK

A recent addition to New York's new hotels; in the heart of the theatre and business district and within easy access to all transportation lines.

The Forrest offers beautifully furnished and sunny rooms; circulating ice water; restaurant at moderate prices.

300 Rooms (each with bath and shower)

$3 Upwards

Large Garage opposite Hotel

Booklet with map sent upon request

WM. F. THOMANN
Manager

ROUND TABLE

staff objected to "punching in and punching out". There has been no objection by our staff to our time clock system which was installed three years ago," said Mr. Creager. "It was put in as a general control and with no idea of an exact daily count of hours. Desk workers and those whose hours are fairly regular are provided with a definite record as a result of it. It is, of course, impossible for reporters always to register their exact hours, and due allowance is made in their case. We find the system definitely helpful as providing an automatic record. Editorial employes have found it in no way irksome. In fact it is generally recognized as a good thing."

JUST LIKE A GAME OF CHECKERS

Says a Headline in Burroughs Adding Machine Co.'s *Business* magazine, over an article in which is the following:

A big public utility was being attacked by the rural newspapers in its outlying territory. Hardly a week went by without a bitter tirade by the *Bozoburst Bugle* against rates, service, monopoly, and so on; most of it entirely without cause.

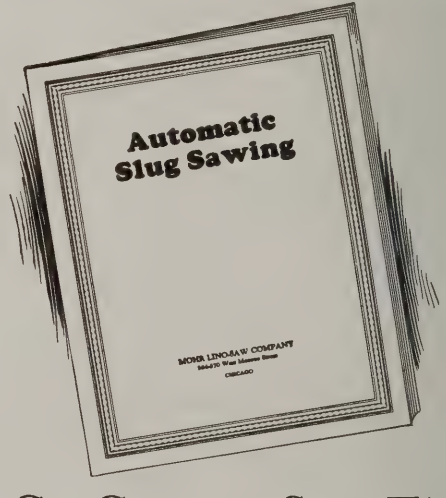
"I guess you've never run a country paper," ventured the president's woman secretary to her employer. "My dad was a country editor, and I can suggest something. This company advertises in these hostile papers. It takes us six weeks to pay a small advertising bill because we put such bills through the same routine that is followed in checking up big supply bills.

"Now a country editor frequently is only a jump ahead of the wolf. Imagine him scratching for money to meet his payroll, and remembering that we have owed him for several week. What more natural, then, than that we should be the butt of a scorching editorial? Why not arrange to pay these particular accounts before they're a week old, and then see what happens?"

The suggestion was adopted, and the editorial attacks against the company ceased.

ADVERTISING ON THE FRONT PAGE

Carl B. Hansen, Hartland (Wis.) *News* has taken off the ads from his first page and gave his readers and advertisers two reasons. Few weeklies are left who carry ads on the front page and "we feel that if we want to continue in the publishing business, we must get out an attractive and up-to-date newspaper, which can't be done with ads on the front page." Elimination of complaints is reason number two. Mr. Hansen says he gave front page position to those who asked it. Some patrons failed to specify and waxed indignant when their ads were run inside. He has adopted the pyramid make-up inside.



To *Cut Costs* and *Save Time*

Write For This Book Today

Automatic Slug Sawing, a composing room method in world-wide use, is graphically and clearly illustrated in the new book shown above (which will be mailed without cost or obligation). It describes a time-tested device which automatically saws your slugs *as they are cast*. A simple turn of the dial causes the slugs to fall to the galley, cleanly and accurately sawed and *ready for make-up*. Floor saw expense and delays, slug bleeding, vise-jaw and assembler adjustments are all eliminated. Wherever broken measure matter is needed, progressive publishers and printers use it.

This book will be mailed cheerfully on request. Address

MOHR LINO-SAW COMPANY

562 West Monroe Street CHICAGO, ILL.

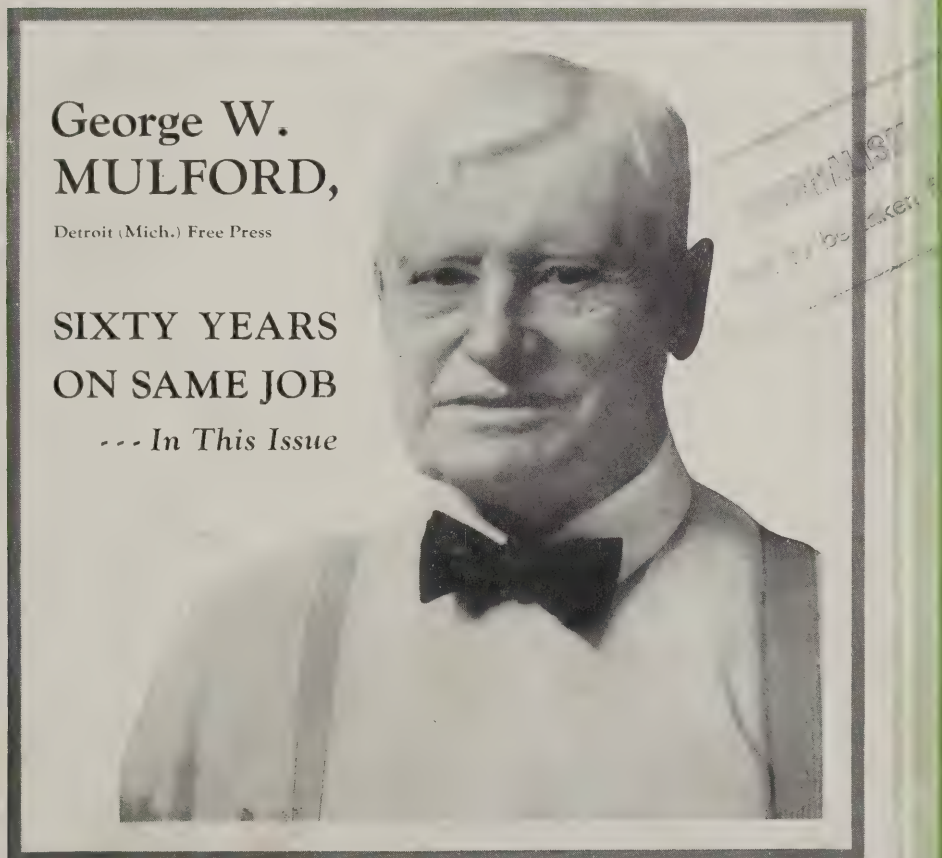
National Printer Journalist

Volume 45 Number 10

October 1927

5 cents
er copy

a year



pyrighted

ublisher:Printer Experience Exchange

Published Monthly by TRADE PRESS PUBLISHING CO., 129-135 E. Michigan St., Milwaukee, Wis.
Entered as Second Class Matter Milwaukee, Wis., Jan. 30, 1922, under act of Congress, March 3, 1879.

The winner of a race to the telegraph office is often defeated in the pressroom!

Somewhere, perhaps in the "sticks", *something* happens—and centers world attention on an otherwise drab spot. An enterprising "news-hound" gets the story one jump ahead of his brothers.

It is the drama of speed—getting news on the street first that appeals to your reading public—that establishes reader interest—circulation—ad lineage—prestige and profit.

Is your plant equipped to hold the "edge" that the man on the story secures? Do you have C-H Dispatch Conveyors which take papers off the presses in a steady stream and place them on the delivery tables?

No "fly boys", no traffic problem within the plant, no delay. Just a steady stream of papers going down to waiting trucks.

These conveyors take the papers through walls, floors—around corners. Plant arrangement does not affect their speed.

Why not arrange today for an interview with C-H Engineers? Let them tell you how economically this additional speed can be acquired.

C-H *Conveyors take the papers off the press in a steady stream and lay them down on the delivery or mailing tables.*
The illustration shows the C-H Conveyors in the Scranton Times, Scranton, Pa. (Circulation, 43,000).

The CUTLER-HAMMER Mfg. Co.
Pioneer Manufacturers of Electric Control Apparatus
1223 St. Paul Avenue
MILWAUKEE, WISCONSIN

CUTLER C-H HAMMER

Press Room Efficiency Depends on Electrical Control

National Printer Journalist
(Copyrighted)

Established 1883 as The Printer and Publisher
Published Monthly by TRADE PRESS PUBLISHING CO., 129-135 E. Michigan St., Milwaukee, Wis.
H. A. APPLE, Publisher and Editor
F. L. GOULSTON, Advertising Manager PAUL C. TREVIRANUS, Business Manager
Branch Offices in Leading Cities:
CHICAGO—L. M. Carroll, 743 Webster Bldg. NEW YORK CITY—C. M. Garrett, 299 Madison Ave.
DETROIT—D. L. Prouty, 507 Hofman Bldg. ST. LOUIS—C. A. Schulenburg, 509 Security Bldg.

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In the United States,
Canada, Mexico and Cuba,
$2.00 per year
Single Copies - - - - 25 cents
Foreign Subscriptions: $3.00 per year

JOHN L. MEYER
Managing Editor, "NPJ"
Associated Staff
H. J. LARKIN, E. C. KRATSCH
GEO. A. JUST

Vol. 45 Milwaukee, Wis., October, 1927 No. 10

"SWAT *the* SNAKE; Co-operate"

READ THIS SHORT ARTICLE RIGHT NOW!

A High-Light from the Largest and Most Complete Gathering of Printers & Publishers Ever Held

TWO weeks of exhibits, addresses, deliberations and exchanges of experiences may leave a mental impression akin to confusion even with a seasoned reporter at such a well-managed and successful affair as the Graphic Arts Exposition in New York, Sept. 5 to 17. At the moment, and pending further items and articles of real interest to publishers and printers about this event—a masterpiece lesson in co-operative enterprise—"*NPJ's*" "editorial mind' runs back to the following address headed by its author "*Swat the Snake and Co-operate*", in part as follows, as "just the thing" for these columns:

By RALPH PARLETTE
Parlette-Padget Co., Chicago

ASSOCIATIONS show how to make more money, but they have been making something more wonderful than money. They have been making life better for all. : : From a kid on I wanted to print. : : I did get into a print shop of my own after a while, writing at night, writing my paper, then taking it to some other paper. Then I got to Columbus, O., and that man Miller was managing editor of the *Ohio State Journal*. He gave me $3 a column, the biggest money I have ever seen. : : I rejoice at the progress printers and publishers are making today. We were happy in the old-time print shops, but we have learned about something else. I think I can get to the today part the quickest, by telling a fable written by Mr. Aesop. It is about a snake that could talk.

It wriggled up to a man and talked to the members of a man. It said: "Good morning, Mr. Head. Good morning, Mr. Feet. Good morning, Mr. Teeth. You fellows are not getting a square deal. You do all the work and Mr. Stomach gets all the food."

He went back the next day and said again, "Good morning, you are not getting a square deal. You do all the work and Mr. Stomach gets all the food." Snake goes back home. Day by day in every way Mr. Snake went back to the members of the man again and said, "You do all the work and Mr. Stomach gets all the food."

AN OVERDOSE OF SUCCESS!

ONE by one they went to Mr. Stomach and said, "You get busy and work like the rest of us or we are going to walk out on you Tuesday noon." Tuesday noon they struck. Mr. Head refused to do any more thinking. Mr. Hand refused to do any more handling. Mr. Mouth refused to open up for business. Mr. Teeth refused to chew. They made the strike a grand success.

But after several days of success the members meet each other and here is what they say: "*Boys, we are a grand success. We sure are.*" But things are not like they used to be. Mr. Head was dizzy. Mr. Mouth could not open up. Mr. Teeth could not chatter, and the man composed of these members had enough vision left to say "*We seem to be suffering from an overdose of success.* We ought to *eat.*" And they said, "Yea, bo, we ought to eat." "Well," he said, "get the eats." They said "Hooray!" Mr. Head thought, "I will get some food." Mr. Feet ran. Mr. Hands grabbed. Mr. Mouth opened up. Mr. Teeth chewed. They felt so much better, and Mr. Stomach got the food, but did something he had not noticed before. He digested it and handed the nourishment back to every one of them. They felt so much better. They got back to normalcy. And then it was that this man composed of these members said, "Who was this friend of ours who nearly sent us to the cemetery?"

And they said, "Mr. Snake." And the man said something. He said, "*Swat the snake and co-operate.*" And they lived happy ever after.

The SNAKE ISN'T DEAD

OH, folks, that snake did not die. I wish he were dead. : : We have to swat him and know the truth, *that we need each other,* and that is the way we all get the most out of life.

You have heard a word many times. We are hearing it more than any word today—*co-operation. This is the picture of the today that is swatting this snake and learning how to do teamwork.*

It is only yesterday, on the clock of time, that somebody discovered that two heads are better than one. Millions of us today are learning to work as one : : Those who do the thinking and planning become the head. Those who do the fetching and carrying become the feet. Those who do the handiwork become the hands. *And it does not matter what a fellow does today, just so he does the thing he is best fitted to do and does it in co-operative understanding with all the rest.*

What happens? If he works co-operating with me, he gets all of me working for him as he works for me. Each one of us does our little part co-operatively, and all the rest work for us. : : (PLEASE TURN)

"SWAT the SNAKE, and Co-operate"; Continued

—"We are all Playing One Band. What is Your Part?"—

NOW, ABOUT TOMORROW

OH, folks, there is tomorrow. We have talked about today; we are just starting on tomorrow. That snake is here. He is not dead. I wish he were. He is going to be killed some day. *We are killing him now little by little.* He lost the first paradise; he tried to wreck every paradise. You printers were once in paradise in your print shop. If you are not today, the snake has helped you wreck it.

What gets wrong with organization? Organization is co-operation. What gets wrong. The snake gets in and distorts the perspective. He gets in on both sides and gets one pitted against the other to wreck it all and I look finally to the little paradise I though of, my first print shop. I was so happy I hardly knew the time I was there. I was so absorbed in my work. The snake wriggled in and I agreed with him. I said, "Ralph, you are a very promising young man," and the banks agreed with me on that. I said, "Ralph, the trouble with you is you have got another printer. Don't you know the other print shop down there is working to kill you? *You have got to kill the other print shop or it will kill you.* That fellow knew you were coming to town to be a Moses to the race. He started his shop one year ahead of you to head you off. Can you beat that for diabolical cunning?"

"I'LL FIX THAT SKUNK!"

I SAT up nights hating the other printer. Can you understand anything of the eloquence of my hatred. I went on the other side of the street so as not to breathe the air contaminated by his unholy presence. There I sat at my mortgaged desk standing off the landlord for his rent with one hand while I wrote editorials with the other, editorials that would have reformed the race. Dog-gone, the race would not read my editorials. They got the other fellow's paper.

He got his out on Wednesday and I did not get mine out until Friday. I said, "I will fix the skunk. I will get mine out on Tuesday." I could not do it, I had to wait until his paper got out, I took my news out of his paper. : :

By Friday afternoon we put the form of my great family uplift on the press, just started the press, and bang! The big side casting broke. We could not fix the press or get another, that one was not paid for.

Finally, in my desperation, I said to the boys, "Go home, I want to be alone. I want to make some remarks on the journalistic situation." They all went home and I was alone. I did the thing every coward does, I sat down and bawled.

A MAN CAME UPSTAIRS!

I SAID, "I am up against it." Then a man came upstairs —that other printer, that devil incarnate, came upstairs to gloat. You know why I was upstairs The rent was cheaper. Now I saw the horns on his head. Why had he come? That old reptile came over to me and put his hand on my shoulder and said in the kindest tone a man ever used, "Ralph, you are in a bad fix. I am sorry."

He gathered up that type and said, "Come on, I will help you. Print it in my shop. Use my shop as though it was your own." : :

There are the big fundamentals with the tubas, the natural born knockers play the drums, and the nine out of ten left who do not play solos or obligatos are the umpahs, the fellows who peel the potatoes or scrub the floors and do the things the snake calls drudgery. All work is noble if nobly done and the work we have to do we have to teach tomorrow. *We are all playing one band.* What is your part? Play it in time, in tune, just as written. Men know the great ensemble of music, after all, comes back to us alike. That is co-operation.

A LETTER from a READER of NATIONAL PRINTER - JOURNALIST

OF WHICH WE ARE QUITE PROUD

M. P. RINDLAUB

Sept. 5, 1927,
Platteville, Wis.

National Printer-Journalist,
Milwaukee, Wis.

I AM enclosing herewith Three Dollars to renew my subscription to the Journalist for two years. When Mr. Herbert first started the Journalist I subscribed for the first number and I have been taking it uninterruptedly ever since. I retired from active newspaper business some years ago, but I still retain my membership with both the National and State Press Associations, as I enjoy keeping in touch with the "boys."

I want to compliment you on the splendid improvement you are continually making in the Journalist. I read every number with a great deal of pleasure.

Fraternally yours,
M. P. RINDLAUB.

60 YEARS on ONE PAPER in ONE DEPARTMENT, Record

Looks to "NPJ" as if This Sets Up New High Mark of its Kind in U. S. A.

By James Norton

SIXTY years of continuous employment on the same newspaper, in the same department, is the record of George M. Mulford, superintendent of the mailing room of the Detroit *Free Press*, a snapshot of whom adorns the front cover of *"NPJ"* this month. When teeming Detroit was a country village, Mulford hired out to the *Free Press* at $6 a month to carry papers in a then remote section. He stuck.

The other night forty of his fellow workers celebrated this sixtieth anniversary with him. There was a banquet at a fashionable hotel. A world-famous poet wrote a "special" for the occasion—to a man who is a fellow worker on the poet's same paper. Here it is:

By "Eddie" Guest

SIXTY years of service! Could you sum it up in words?
Could you gather all the singing, say of sixty summers' birds?
Could you gather all the roses sixty Junes have tossed about,
Or of sixty Christmas mornings figure all their gladness out?
There's no living statistician who could count the smiles and tears
Or relate the actual story of George Mulford's sixty years.

SIXTY YEARS OF SERVICE! There is many a gray-haired man
Who was just a lad in knickers when George Mulford's task began,
And today in thinking of him I can see an endless line
Of boys go swinging past him, taking something that is fine
From this great old faithful leader to the larger fields of strife
In an ever-widening circle as a tribute to his life.

SIXTY YEARS OF SERVICE and devotion to our cause!
Oh, grand old fellow-worker, I am proud today to pause
From all labor and all pleasure just to wing a thought to you
Who have filled up every minute with the best that you could do.
And the Lord above who made you must look down today and smile
And whisper to His angels: "There's a man whose work's worth while."

SIX decades of continuous service in the circulation department of the *Free Press* sit lightly on George Mulford's shoulders. The twinkle in his genial eyes and the ebullient vitality of his personality make him one of the youngest men in any gathering that is honored by his presence.

Flanking George Mulford at the banquet table were Ben O'Connor of the stereotyping department and Frank O'Connell, member of the composing room staff. These three men have spent 175 years, collectively, working for the *Free Press*, Ben O'Connor having served for 59 years and Frank O'Connell 56 years. Beside these three veterans sat three other men who have been with the *Free Press* for more than 40 years. They are Charles Waterman, E. A. Meiser and Davis W. Knowles, and following them in point of years with the newspaper are William H. Pettibone, general manager, who has completed his thirty-ninth year; Charles Bassett, Otis G. Morse, William Farron and Benjamin Marsh, who have served more than 30 years each. Also present were eight employes who represent between 20 and 30 years of service and 15 who have been with the *Free Press* from 10 to 20 years.

Thus the oldest employes of the *Free Press* united to do honor to the member of the staff who has surpassed all other in years of service. Charles Waterman acted as toastmaster and called upon various speakers who told of their friendship of long standing with George Mulford and the hearty and continuous good feeling that has existed between them for many decades.

MR. PETTIBONE presented the guest of honor with a purse of gold as a token of the esteem in which Mr. Mulford is held by his fellow workers. Besides the speeches, which were graciously answered by the guest of honor, entertainment was provided by H. Weidler, of the book-keeping department, who sang, with E. F. Harrington at the piano, and later Mr. Harrington gave a piano solo. Other entertainment was forthcoming by the arrival of C. D. Tomy, director of Station WCX, who presented a program by "notables of the air."

RALPH R. CRONISE

President Oregon Newspaper Conference
Albany (Ore.) Democrat-Herald

BORN in a family of printers, deciding on a career in the U. S. consular and diplomatic service, Mr. Cronise as a lad followed mature advice and started his newspaper career. Once or twice after that he "weakened", but today is co-publisher of the Albany *Democrat-Herald*. His father was apprenticed to John Clark, printer, Wadsworth, O., at age 14, in 1867, and later publisher of the Seville (O.) *Times*, coming west in 1880 to open a job office at Salem, Ore. The head of the Oregon Newspaper Conference was connected with the Salem *Statesman*, Eugene *Register*, Grants Pass *Courier*, and then the Albany *Democrat*. This in 1925 took over the *Herald*. W. L. Jackson is president of the company. Mr. Cronise sees big things ahead for local and community papers, even those within the shadows of large cities, for editors who are also good business men. The *Democrat-Herald* continues a weekly edition with its daily issues.

BE SURE You're RIGHT THEN : : GO AHEAD

Herbert N. Casson
—In "Printed Salesmanship"—

ONCE, years ago, when I was in Texas, I went into the office of the Dallas *News*. As I went through the building, I saw in every room a picture of Daniel Boone. All told, there were forty-three pictures of Daniel Boone—the noted Indian fighter who always faced danger and never gave up.

All the reporters and editors were told the story of Daniel Boone. They were inspired by his example. They were trained to do the hard jobs. The face of Daniel Boone looked down from the walls upon their desks. The whole building was filled with the spirit and the memory of Boone.

I venture to say that this is one of the main reasons why the Dallas *News* has become the ablest and most influential paper in Texas.

FROM AN OLD "BIKE" TO A "BIGGEST-LITTLE DAILY"

Methods Used by Oregon Publisher Who Has Scored an Unusual Success in Small Place

By RUEL MCDANIEL

BECAUSE a physician suffered from insomnia, A. E. Voorhies went to Grant's Pass, in the southern part of Oregon, about 33 years ago to work on a struggling little weekly paper. That case of sleeplessness was the indirect cause of the founding of what is now often called the "biggest little daily newspaper in the United States," the Grant's Pass *Daily Courier*.

It happened this way: Mr. Voorhies, just out of his teens, went to church in Portland with his mother, having just moved there from the east. They chanced to strike up an acquaintance with a physician and his wife who had just come to Portland, Ore., from Maine. They became good friends. The physician was troubled with insomnia. He could not sleep in Portland. Finally he packed up and headed south, declaring that he was going to spend a night in every town and village he reached until he found a place where he could sleep. Finding such a town, he said he was going to spend the rest of his life there.

Grant's Pass won, although there is nothing sleepy about that thriving little city today. He not only settled there but secured a job with the local weekly paper for his friend Voorhies.

MR. VOORHIES has been there ever since the day he landed 32 years ago. He worked for the publisher of the *Rogue River Courier* for two years, during which time he married. Then quite suddenly the paper suffered financial difficulties and Mr. Voorhies was without a job. He was likewise virtually without cash. He packed his bag, tied it on an old bicycle and was ready to start for Portland to find a job, when several business men suggested that he buy the paper. He explained his financial position and they offered to go on his notes.

A. E. Voorhies has been making money in Grant's Pass in the newspaper business ever since. Some years after buying the *Courier* he likewise purchased the *Oregon Observer*, a competitive weekly, which he still publishes as a separate paper; and in combination with the weekly *Courier*, he has a semi-weekly with weekly mailing privileges. Today the property, including the building occupied by the plant and owned by Mr. Voorhies, is worth more than $50,000; Mr. Voorhies has two valuable business properties on the city's main business thoroughfare, besides other local real estate.

A. E. VOORHIES
Grant's Pass (Ore.) Courier

In September 1910, during a temporary local mining and real estate boom, Mr. Voorhies founded the Grant's Pass *Daily Courier*. Soon afterwards he took on the full leased wire service of the United Press. He carried this until 1918, when he discontinued the service and took on the Associated Press "pony" of 500 words a day. Later he increased the "pony" to 1200 words; and in August 1926 he took on full leased wire service of the Associated Press. Grant's Pass is listed in the last government census as having 3,150 people. It has had a normal growth since.

Mr. Voorhies has carried the policy of *giving* all "the traffic will stand" throughout his service to the public. It is evident in his plant equipment, his being the first plant outside of Portland to install a Kelly press. The plant casts every word of type that goes into the daily and weekly papers except the banner lines. There are twelve electric motors in use in the plant, and five electric fans in various parts of the shop. The office has a new Burroughs posting machine.

THE *Rogue River Courier* has been established 42 years. During the first 12 years it had seven different owners; during the past 32 years it has had one owner—A. E. Voorhies. The *Daily Courier* has a circulation of about 1750. Just a few less than 1000 of these are in the town of Grant's Pass, in which there are 1116 water connections, proving that the paper goes to practically every house in

GOSS COMET WORKS IN SHOW WINDOW AT RIGHT
—GRANT'S PASS (ORE.) FOLKS LIKE THIS FEATURE—

town. More than 50 per cent of the population of Josephine County, of which Grant's Pass is the county seat, live in Grant's Pass, 85 per cent of the county being in forest reserves, indicating that the paper's opportunity for building country circulation is limited. Yet there are more than 700 paid subscribers outside the city.

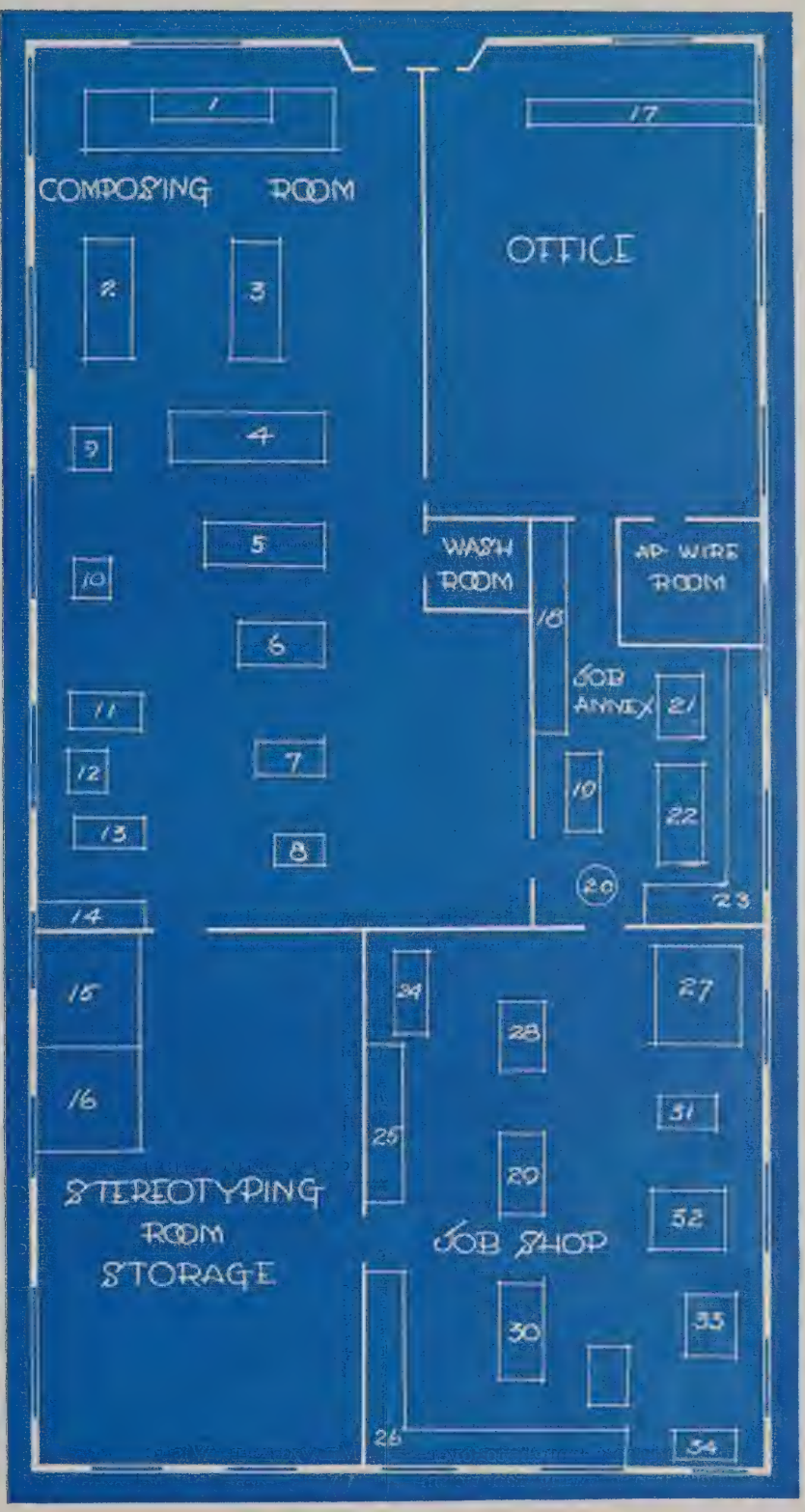
Mr. Voorhies has found that one of the surest ways of getting country circulation is to send a man out who can write the material that country people like to read. He has an experienced newspaper man spend all his time traveling over the county visiting the various farms and writing what he sees and hears.

Several columns a week in the daily are devoted to news of farmers' activities. William C. Binckley, who covers the country districts, gets the farmers to tell him how many acres in their places, what sort of crops they are growing, how many cattle. His articles tell of Mr. and Mrs. Jim Felix buying the Weston place on the Rogue River road and how many acres there are in the farm; they tell how many children Mr. and Mrs. Frank Cook have and whether or not any of them are married; of John's Grout's four cows and how many pounds of butter he sells; of the nice garden being grown by Mrs. Herbert Wusk, and so on.

KEY TO LAYOUT

1—*Goss Comet Press*
2, 3—*Tables*
4, 5, 6, 7, 8—*Stones*
9—*Linotype No. 14*
10—*Linotype No. 5*
11, 12, 13—*Ludlow Equipment*
14—*Bench*
15, 16—*Tables*
17—*Counter*
18—*Cabinet*
19—*Rosback Perforator*
20—*Chandler & Price*
21—*Morrison Stitcher*
22—*Table*
23—*Cabinets*
24—*Cleveland Folder*
25, 26—*Cases*
27—*Kelly Press*
28, 29, 30—*Stones*
31—*Gordon Press*
32—*Miller-Fed Gordon*
33—*Miller-Fed Gordon*
34—*Do-More Embossing Machine*

"Originally I hired Mr. Binckley, who had worked for me some years ago, to make a hurried trip over the county, taking about two weeks," explains Mr. Voorhies. "The intention was for him to solicit subscriptions, primarily. But he began writing notes about the farmers and their farms and families, and the notes took so well that the two weeks stretched into months. We doubtless will extend the plan indefinitely. It is the best thing I've seen to increase country circulation and build up genuine reader interest."



LAY-OUT of the GRANT'S PASS (Ore.) DAILY COURIER
—Large Farm Circulation, Complete Wire Press Service—

No premiums have ever been used in building circulation: and there is no combination advertising rate for the use of both weekly and daily editions. A subscription to the daily, however, entitles a reader to the weekly. The base rate for space in the daily is 35 cents, with term and line contract discounts. The papers contain seven columns.

MR. VOORHIES some time ago originated a novel advertising idea for reaching country trade for merchants, an idea that has paid the merchants and the paper. Monthly he

MONTHLY TRADE MESSENGER PLAN PROVES TO BE NOVEL REMUNERATIVE AD-GETTER FOR PACIFIC COAST PAPER

issues what he calls the "Grant's Pass Trade Messenger." This is a 24-page stitched publication with a page size the same as the newspaper after it has been folded in the Goss Comet. It is printed on regular newsprint paper, and about 1000 copies are issued.

The publication is solid advertising, and the minimum space sold is a full page. Space is offered in combination with the daily rate. The page totals 24 inches (three columns by eight inches), and all advertisements must be set in this form. That means that they fit right into a three column eight-inch space in the newspaper. The charge for a page in the "*Trade Messenger*" and one insertion of the same advertisement in the *Daily Courier* is $10, regardless of the advertiser's contract for space in the *Courier*. The selection of the day during the week on which the copy runs in the paper is optional with the publisher; and no changes may be made in the copy after having appeared in the "*Trade Messenger*." Every R.F.D. box holder in the county, irrespective of whether or not he gets the *Courier*, gets the "*Messenger*", giving the merchants complete coverage of the entire county, both country and city; and the fact that they are following up with the idea proves that they are getting their money's worth.

The publication is timed so that it can be printed when the shop is otherwise not too busy, Mr. Voorhies originated the plan soon after buying his new Kelly press, the monthly notes on which amounted to $120. He makes the "*Trade Messenger*" profits virtually pay the monthly Kelly press note!

The Grants Pass

Dollar Day

TRADE MESSENGER

Published monthly by A. E. Voorhies and mailed to the head of every family in the Grants Pass Trade Territory not including the City of Grants Pass

Vol. 11. Grants Pass, Oregon, June 10, 1926. No. 10.

Come to Grants Pass

Thursday, June 17th

And Take Advantage of the Biggest Bargain Day and Dollar Day Ever Held in Southern Oregon

Read the Following Pages

How the Merchants Will Make Your Dollar Work Overtime on Thursday, June 17th.

HEAR THE BIG BAND CONCERT AT 11:00 A. M.

Enjoy the Big FREE Continuous PICTURE SHOW Starting 1 p. m

VOORHIES' MESSENGER
Effective Idea Used by Oregon Daily in a Farming Community
—16 PAGES, 8 BY 11 INCHES—

CUTTING the OVERHEAD By CUTTING the PRICE

J. H. TREGOE, executive manager of the National Association of Credit Men, recently said: "Business today is paying too much attention to volume, and not enough to overhead. There is a growing fanaticism on volume, which as the producer of profit is considered by many as a panacea of all ills. Too often we find that volume has incurred serious losses, especially when, by concentrating on that feature of business to the exclusion of all others, business men lose sight of those leaks where profits are trickling away unobserved."

Volume has been accomplished chiefly by the force of price, with the result that, while the division of the overhead may be worked out satisfactorily, there is not enough left over from the gross margin to transfer to the profits column. The solution will be found and balance restored only when industry finds that volume, even when reflected in full schedule production, has no value unless the gross on all of it is sufficient to justify the procedure as a whole.—Minneapolis (Minn.) *Northwestern-Miller.*

MAKING FOLDERS TOO "CUTE"; the RESULT

SOUTH BEND (IND.) EXPONENT

WE HAPPENED into an office recently just as the sales manager was looking over his mail. Among other pieces was a folder that, stretched out, measured 45 inches long. It was 5¾ inches wide and was folded into 3¼ inch pages. There were 13 folds—28 pages in all. Each page featured a separate product. So far so good. As we approached, the sales manager started to fold the strip up, first one way, then another. It didn't work. Then he began all over again—this way, then that. No good. Finally, with a snort of impatience he crumpled the thing up and threw it into the waste basket. Another victory for the enemies of Direct Mail!

HELP WANTED : : : :

SEPT. 5, 1927

"*NPJ*",
MILWAUKEE, WIS.

WE recently sued a married couple here for subscription and judgment was rendered against the husband on default, but the wife appeared by her attorney, who claimed that a local newspaper is not a family necessity. Do you know of any court decision bearing on this point? If so, we should like the citations.

ADVANCE PUBL. CO.
ALGONA, IA.

BUYING PRODUCTION OR, BUYING LABOR?

BY PAYING wages that are equal to, or above, the regular scale, a company can have the choice of the best men in the locality. Low wages do not mean low costs, but do mean dissatisfied workmen and high turnover of labor, and consequently high production costs. When a man knows he is getting better pay where he is than he can get anywhere else he is going to be more loyal to his employer. This attitude will be evident in higher production and lower costs.—THOMAS M. CAREY, (Foreman.)

HELPING SALESMEN; A "BED TIME" STORY

HARRY MITCHELL HITCHCOK

EVERY man whose job exposes him to salesmen develops certain protective devices. My own favorite plan is to pitch right in and help the salesman. I'm naturally kind-hearted, and I know better than he does (unless he has met me before) what a tough job he has. So I give him lots of encouragement. I try to find some good points about his proposition that he himself has overlooked, and show him how to present them so as to improve his selling talk. Naturally, he has to believe me while I'm showing him what a good salesman he is, and what a wonderful thing he has to sell. All of which also makes it easier for him to believe me when I finally show him why I can't buy from him.—*Printers' Ink.*

CASPAR YOST, editor St. Louis (Mo.) *Post-Dispatch:* "Not for a moment can journalism consent to any form of censorship, and any such proposals must be combated by the entire press for the common protection of a sacred right."

NOVEL HONOR PAID FIFTEEN WINNING NEWSPAPERS IN the SMALL-TOWN FIELD

PROFESSOR OF Rural JOURNALISM MAKES a LINE-UP

To Be An ANNUAL EVENT

By E. E. Leonard

THE picking by authorities of "all-star" nines and elevens is no new thing in the world of sports. Until the all-American teams have been announced, in fact, a season of football or baseball has not been officially brought to a close. Walter Camp was the original "picker" of football elevens. It remained for Prof. John H. Casey, while at the Missouri University School of Journalism, to appropriate from the sporting world the custom and to adapt it to the field of journalism.

At the Eighteenth Annual (1927) *Journalism Week* of the University of Missouri School of Journalism held at Columbia, Mo., Prof. Casey exhibited the fifteen small community newspapers selected by him as the *All-American Country Weekly Eleven,* with "Subs," and included the photographs of the publishers. With each selection reasons were set forth.

"It was the idea to do honor to the able men of the small town newspaper profession," explained Prof. Casey during *Journalism Week,* "that this aggregation was chosen. Men have been picked who, during 1926, and prior thereto, distinguished themselves, not in the great metropolises of this country—in the communities that constitute the *hinterland* of America.

"These men, and others like them, are the builders not only of their home communities but of a great nation of home folks," Prof. Casey continued. "These men and men like them are imparting to their people the truth about public affairs, instilling into the minds and hearts of folks who read their papers American ideals—warning in time against corruption in high places, lending a helping hand in all forward-looking enterprises, and in a score of other ways weaving themselves into the hearts and lives of the great rural population of this country."

Here are Prof. Casey's selections and the reasons for his choice:

"ALL-STAR" NEWSPAPER ELEVEN IS A NIFTY OUTFIT

— As Displayed at University of Missouri 1927 "Journalism Week" —

FULLBACK AND PUBLISHER—F. A. Robertson, Washington (N. J.) *Star.*

RIGHT HALFBACK AND BUSINESS MANAGER—Fred D. Keister, Ionia County (Mich.) *News.*

LEFT HALFBACK AND EDITOR—W. O. Saunders, Elizabeth City (N. C.) *Independent.*
C. M. Meredith, Quakertown (Pa.) *Free Press.*
H. J. Blanton, Monroe County (Mo.) *Appeal.*
H. Z. Mitchell, Bemidji (Minn.) *Sentinel.*

QUARTERBACK AND NEWS EDITOR—W. C. Jarnigan, Storm Lake (Iowa) *Pilot-Tribune.*

RIGHT END AND CORRESPONDENCE EDITOR—Edward S. White, Walton (N. Y.) *Reporter.*
J. Harold Curtis, St. James (Minn.) *Plaindealer.*

LEFT END AND FEATURE WRITER—Edgar White, Macon (Mo.) *Republican.*

CENTER AND CIRCULATION MANAGER—E. E. Taylor, Traer (Iowa) *Star-Clipper.*

RIGHT TACKLE AND ADVERTISING MANAGER—Edgar C. Nelson, Boonville (Mo.) *Advertiser.*

LEFT TACKLE AND CLASSIFIED ADVERTISING MANAGER—John H. Cook, Red Bank (N. J.) *Register.*

RIGHT GUARD AND MECHANICAL SUPERINTENDENT—Joseph G. Alden, York (Nebr.) *Republican.*

LEFT GUARD AND AGRICULTURAL EDITOR—John N. Green, Colorado Springs (Colo.) *Farm News.*

PROF. CASEY TELLS WHY HE SELECTED THIS GROUP OF NEWSPAPERS AND NEWSPAPERMEN FOR "ALL-STAR TEAM"

(CONTINUED FROM PAGE 19)

FULLBACK and Publisher—F. A. ROBERTSON, of the Washington (N. J.) *Star,* because he published during 1926 a weekly newspaper in a town of only 4,000 population, with a circulation of more than 5,000, and during the entire year never had less than 30 pages an issue averaging 70 per cent advertising.

RIGHT Halfback and Business Manager—FRED D. KEISTER, Ionia County (Mich.) News, because he has consistently through aggressive business methods, beginning in 1921, built one of the most successful weeklies in this country—a weekly with an average run of two to three 8-page sections per issue filled to overflowing with well-written and attractive display advertising. This paper has proven that a weekly can hold it own, and, better, in opposition to a daily published in the same town. It counts its annual net profits in five figures.

LEFT Halfback and Editor, (alternating at this position)—W. O. SAUNDERS, Elizabeth City (N. C.) *Independent;* Charles M. Meredith, Quakertown (Pa.) *Free Press;* H. J. Blanton, Monroe County (Mo.) *Appeal* and H. Z. Mitchell, Bemidji (Minn.) *Sentinel* —each with an enviable record of distinguished service for community betterment to his credit as an editorial writer.

QUARTERBACK and News Editor—W. C. JARNAGIN, Storm Lake (Iowa) *Pilot-Tribune,* whose paper covers the worth while news of its field as completely as any weekly ever covered it, each issue reflecting the keen news sense and judgment of the man who for 18 years was managing editor of a city daily before buying a country paper of his own.

RIGHT END or Correspondence Editor, (two "players" alternating) — EDWARD S. WHITE, publisher of the Walton (N. Y.) *Reporter,* whose weekly paper has 75 correspondents, who average 55 news letters weekly, and whose paper runs on its front page each week from ten to 18 news stories from correspondents; and J. HAROLD CURTIS, St. James (Minn.) *Plaindealer,* who annually banquets his staff of correspondents, holds a school of instruction for them, takes them to his newspaper plant and prints a correspondent's special edition before their eyes.

LEFT END and Feature Writer—EDGAR WHITE of the Macon (Mo.) semi-weekly *Republican,* who gets published (without a doubt) more feature articles about his average little Missouri county seat town, in newspapers, national magazines, and even trade journals than any other newspaper, and at the same time is able to find local "features" for home consumption which he runs in every issue of his paper.

CENTER and Circulation Manager—E. E. TAYLOR, Traer (Iowa) *Star-Clipper,* who published a paper in a town of only about 1,000 population, not even a county seat, which paper nevertheless has over 3,500 paid-in-advance subscribers. In 13 townships of its county this Iowa paper has nine out of every ten families on its paid list. In three of these townships the *Star-Clipper* has 100 per cent coverage of families. In another, only two residents do not take the paper. Another has only four non-subscribers, while 95 per cent of the farmers of Clark township take the paper, 94 per cent of the Carroll township farmers, 92 per cent of the Grant township families, 89 per cent of the Lincoln township, and 88 per cent of the Howard township folks.

Prof. JOHN H. CASEY
Rural Journalism Course University of Missouri School of Journalism

ED. NOTE—Just informed that Prof. Casey has joined the journalism faculty of the University of Oklahoma, where four new courses in country journalism have been added. This article was prepared several months ago.—J. L. M.

RIGHT TACKLE and Advertising Manager—EDGAR C. NELSON, Boonville (Mo.) *Advertiser,* a man who took a run-down newspaper four years ago with less than 1,000 subscribers and a small advertising patronage, built it up in three years to a 16-page weekly running an average of 70 per cent advertising with a list of 4,000 paid-in-advance subscribers, and who, on March 1, 1926, raised his local ad rate from 30 to 35 cents with the result that instead of a loss in column, the first month under the new rate showed a gain of 1,297 inches over the same month the year preceding.

LEFT TACKLE and Classified Advertising manager—JOHN H. COOK, Red Bank (N. J.) *Register,* who runs in his paper each week 400 to 500 separate want ads filling an entire page of eight columns and carrying over onto another page to the extent of two or three columns most of the time. This is a weekly with a circulation of 7,300 and a volume of 24 pages weekly, normally filled with about 70 per cent advertising. It has proven (published right under the noses of the big New York dailies, as it is) that the country weekly can and will survive even when subjected to the competition of the largest metropolitan dailies, WHEN THE WEEKLY PUBLISHER HAS THE RIGHT CONCEPTION OF WHAT HIS WEEKLY OUGHT TO BE. In the words of the Red Bank *Register's* business manager, Thomas Irving Brown, "The *Register* is a weekly home newspaper published on purely country ideas, and in a rural section."

RIGHT GUARD and Mechanical Superintendent — JOSEPH G. ALDEN, York (Neb.) *Republican,* whose publication is approached by few weeklies from the standpoint of mechanical appearance.

LEFT GUARD and Agricultural Editor—JOHN N. GREEN, Colorado Springs, (Colo.) *Farm News,* who really gives his rural readers, in addition to the general news of his country, the local farm news, columns and columns of it every week.

SO much interest has been shown in this initial "eleven" that Prof. Casey will probably make his selection of an all-American team a regular event.

"This land of ours is fairly alive and teeming with good country weeklies," declared Prof. Casey; "almost 12,000 of them in all; weeklies that are rendering a valued and valuable service to the communities in which they circulate, weeklies that are as profitable as any business enterprise; many of them, in their respective towns of publication, an influence for good and progress without which those communities would go backward instead of forward; weeklies whose editors sincerely have at heart the welfare of their people and of the nation —true representatives and honorable members of the Estate of Printing and Journalism.

"May their tribe never perish from this earth. May the sun always rise and set, in this broad and far-flung America of ours, upon a country weekly newspaper office, the workshop of an honest, public benefactor who is servant of all—prophet, counsellor and leader of men—The Editor of a Country Weekly."

FIELD MANAGER BEMIS of Colorado : : : : : HAS A GOOD TIP

IN THE Colorado association bulletin; to wit: "Do you employing publisher-printers ever take time to find out what the hobbies of your employes are? A little encouragement along that line will make a lot of differenece in your relationship with them. Hobbies keep employes from getting sour on the job."

JOHN H. MILLAR, president of Associated Editors, Chicago: "The best use of syndicated material is made when it is adapted to suit the locality. More and more papers are using it in that way."

S. ROLAND HALL—"It is the mark of a broad man to be willing to have any assistant share in any knowledge possessed."

MORE AD-REVENUE? NOW, HOW ABOUT THIS PLAN?

Details of Contest for Readers That Has Demonstrated Its Ability to Sell Space

By ALPHEUS LINCOLN

ONE of the greatest problems confronting publishers of community newspapers — weekly, semi-weekly, or daily—is how to increase advertising revenue without undue expense and without the sacrifice of advertising income for future issues, which so many of the special edition stunts have a tendency to do.

Granted that a publisher has a newspaper so gotten-up and edited that it has reader-interest, the advertising contest herein described can increase his advertising volume by more than 50 per cent without deleterious after-effects or "slumps" and without the necessity of taking on extra solicitors. It has been tried on numerous occasions and while, naturally, the results secured have varied somewhat according to the co-operation or lack of co-operation between advertising and editorial departments, it always has been constructively successful—in two cases even forcing strong local opposition to capitulate so that mutually profitable amalgamations were effected.

OFFER to the readers of your newspaper, through its columns, some sum *IN GOLD* (*not* merchandise from local merchants, as this oftentimes creates ill-will among merchants not particularly favored or who imagine they have not been fairly treated) for the best letters of fifty words or less telling of the best advertisement appearing in your advertising columns over a given period of time, and giving reasons for the choice. Carefully prepare copy stating the rules, etc. of the contest, which copy should be run, with periodic changes, in each issue throughout the contest. In addition run a streamer, changed somewhat as to wording each time, across the top of your first sheet, as well as a news story on the front page chronicling the progress made as the letters begin to come in.

Then, pick out your chief local bank—the one that usually initiates new moves of any kind in the community served by your newspaper and hence is looked upon as a progressive business leader; go to the manager, explain your idea and deposit with him the prize money—$15 will be sufficient in most cases, or perhaps $10 would meet the requirements in certain communities. The banker will be more than glad to hold the money and to present the sums to the winners personally, even permitting a photographer to be on the scene at the time which would give you a chance to run cuts of the winners. Most local photographers will take the pictures and supply glossy prints gratis provided you run a credit line for them.

The reason for choosing your principal local bank is two-fold: for the psychologic effect that this will have in solidifying your standing in the minds of everyone in the community, and for the effect on the banker himself, who probably can be induced to use advertising space. You will have secured advertising from one of the hardest institutions a community newspaper has to solicit. And, with this moral leverage, you will be enabled to get copy from others and divers interests.

YOUR next move is to prepare a sales letter addressed generally to all progressive business men and women of your district announcing your contest, telling them about your circulation, just how *you* are spending money, time, and thought in an honest effort to *help them* increase their business turn-over, and requesting their co-operation for *their* benefit. Have this printed under your own letter-head and on the back—or better still, on another attached sheet—run an exact reproduction of the first advertising contest announcement that will appear in your paper, placing the starting date for this far enough ahead to give you time to solicit business prior to the actual beginning of the contest. Run off enough of these announcements to circularize every prospective advertiser in your territory and see that they are properly distributed to business houses a few days ahead of your per-

ALPHEUS LINCOLN

FORMERLY of the New York Times Advertising Staff; then Advertising and Business Manager of Several Community Newspapers, in Eastern and Western Places

THIS ADVERTISING STUNT BEGINS WITH LANDING THE BANKER, OFTEN THE HARDEST "NUT" TO CRACK, of ALL

sonal solicitation. As practically all community newspapers run a job printing plant the cost of this will be negligible. The only item will be that of distribution. Several intelligent high school boys can do this thoroughly, cheaply, and well.

Now you have three practically invincible talking points in soliciting copy in addition to the usual well-worn ones on circulation, rates, etc. These are:

1—The *guarantee* that *every* merchant's announcement *will be read* during the contest whether his advertisement is considered the best or not, and giving an argument to explain the wastefulness of printed throw-aways;

2—The *results* that are bound to come to every user of space while the contest is on through the enforced reading of the advertising, often ahead of the news; and

3—The fact that every *progressive* merchant in the community will advertise, hence none can afford to remain out—a powerful potent appeal to the "keeping up with the Joneses" desire of mankind.

OTHER points will suggest themselves. But the fact is that this contest does bring results—to both advertiser and medium. It is clean-cut. Unlike so many news-item schemes worked in conjunction with local schools, it strikes directly at the business end in such a manner as to promote community interests, community ideals—the very points the community newspaper eternally has to stress. What is more important, it is helpful in building for your publication the good-will that is the basis of all successful enterprises, whether community, national, or international.

Following are copies of a sales letter distributed to local merchants ahead of the first published announcement of the contest:

TO ALL PROGRESSIVE BUSINESS MEN OF THE SOUTHWEST

IF YOU could reach over 10,000 prospective customers in your community every week—

AND KNOW that your message would be *read* and *re-read,* and not just glanced at and thrown away, wouldn't you consider this distinctly worth-while, worthy of your serious consideration?

Yet—this is exactly what The *Southwest Progress*—your efficient silent partner—is doing for you.

Turn this page and read the details of the unique plan that has been evolved for *your* benefit.

Let us be mutually helpful.

Faithfully yours,
SOUTHWEST PROGRESS
ADVERTISING DEPARTMENT

On the third side of the 4-page circular appeared the following (in display):

LEMUEL C. HALL

Member Executive Committee
National Editorial Association
— WAREHAM (MASS.) COURIER —

LONGER in such service than any other member of the N. E. A. Executive Committee, and re-elected in June for the third time, Mr. Hall looks back now on 31 years as editor and publisher. He founded the Wareham *Courier* in 1896—a weekly serving the old Pilgrim community, near Plymouth, Mass. He learned the printing trade at 15, and got into the newspaper business *via* the job office route. He has served two years as president of the Massachusetts Press Association and is a strong and effective association backer. Mr. Hall has been editor of *The Cape Cod Magazine,* and representative for the First Plymouth District in the General Court of Massachusetts. He declares that association contact has broadened his views and given him much material benefit.

REMEMBER—The old adage "a new broom sweep clean." Well, here it is—a fine, healthy, four-weeks-old with this issue "broom" known as the SOUTH-WEST PROGRESS.

And the best part is that it is YOURS to use to YOUR advantage and benefit. The trained newspaper experts in every department are at your service in every particular, and they will see to it that never for one moment will this wonderful thing become worn-out or useless.

As proof that the *Southwest Progress* is here to aid both the progressive merchants and the dwellers in this great community—$15.00 *in gold*—is offered, beginning with this week's issue and extending for a period of four weeks, for the best letter of 50 words or less telling of the best advertisement appearing in the paper during the four weeks' time and giving reasons for the choice.

This money has been placed in escrow in a local bank and will be offered—$10.00 in gold for first prize and $5.00 in gold as second prize—together with proper publicity for the winners, as soon as the judges arrive at a decision. Here are the rules:

—Write fifty words or less on one side of the paper only;

—Name the store advertising and tell why you consider the advertisement the best, bearing in mind that a good advertisement must have the following essentials: Attention value (to catch the eye of the reader); interest (to hold that attention until the printed message "gets across"), and real service value (not necessarily how cheap but how good) to you, the consumer.

Everyone, man, woman and child, is eligible and as many letters may be written as is desired.

Be sure to write your name and address at the top of each letter, and mail—do not bring it—to:

Advertising Contest Editor,
THE SOUTHWEST PROGRESS,
5150 SOUTH WESTERN AVENUE.

So now, folks, get busy! Look over the advertisements in the *Southwest Progress*—your paper! Pick out the one that you consider the best, judging according to the standards already enumerated, and mail in your letters!

A type of news story run on the front page:

SOUTHWEST PROGRESS AD CONTEST BIG SUCCESS

WITH but two more weeks to run before the announcement of the winners and the giving of the awards, the fifteen dollars in gold unique advertising contest designed as a help to both merchants and residents of the great Southwest, and instituted last week by the Southwest Progress, already is proving a huge success.

Letters are pouring in from competing contestants living in every section of the great district covered by the circulation of The Progress, showing a newly stimulated interest in advertising and advertising ideals.

Two prizes are being offered—a first prize of ten dollars and a second of five—for the two best letters of fifty words or less telling of the best advertisement appearing in the newspaper's columns during the four weeks. Contestants may be men, women, or children; may use any or all four issues of the paper in choosing what may appear to them to be the best advertisement, and may write as many letters as they desire—the idea being to aid local merchants and business men in securing a greater volume of business while at the same time acquainting residents of the Southwest district with the many advantages—savings, courtesy, service, credit—to be derived from trading in the community.

At the close of the contest photographs of the winners will be taken which will be printed in an early issue. Other interesting plans and arrangements for special publicity and consolation prizes are being formulated by the advertising heads in charge of the contest for the Southwest Progress.

Many other promotion angles and plans may, of course, be covered before, during and after the contest. The responsibility for its success, or any possible lack of desired success, is obviously up to the individual publisher—each must know his locality's peculiarities and meet them. The plan described has been used successfully as stated.

HIS SELF-CONDUCTED "SUB" CONTESTS PROVE to be GREAT CASH-COLLECTORS

NOW HE USES 'EM EVERY YEAR AS A SURE-FIRE PLAN

Complete Details From the "Book of Experiences"

By E. R. PURCELL

I HAVE been asked to give my experience in personally conducting my own subscription contests, so please pardon personal references. My paper is located in a town of less than 3,000, the county seat of a county 48x54 miles. I have published this paper for more than thirty years.

During the last eight years the circulation has been above 4,000—present circulation 4,500. I ran an average of a fraction less than 15 pages per issue during 1926; subscription price $2 per year; not on a cash basis, but no subscriptions of consequence further in arrears than one year; non-residents of county stopped at expiration.

I have personally conducted sixteen contests for my own paper. These have cost me an average of about 24 percent of the gross receipts. I believe the subscription contest, personally conducted by the publisher and run on correct principles, is an asset to the paper, and I have long years of experience to back the assertion.

In my sixteen contests I have given away pretty nearly everything available in prizes from automobiles down. I have had a total of 164 contestants. Quite a number of these contestants have repeated in one, two and, in rare cases, three contests. I have never had a particle of trouble to iron out after the close of any contest. One reason for this is that my rules eliminate the advantage one contestant can get over another by bunching a large number of votes at certain periods of the contest.

After trying many kinds of prizes I have adopted money prizes as the most attractive. There is no fictitious value to money and I find that contestants work harder for the cash than for anything else.

My contests are held once each year, and during the last six or eight contests I have never done any personal soliciting for contestants. They must come voluntarily.

HERE is a summary of my last contest, or I might say my last three or four contests, with slight changes in the amount of money offered.

Contest announced with a double page spread and a first page article. Fifteen hundred dollars in cash is offered, divided into prizes as follows: 1st prize, $500; 2nd prize, $500; third prize, $500.

I imagine I can hear someone say "Why didn't you make the first prize $1,000 and the second and third prizes $300 and $200?"

Experience has taught me that in most contests one and sometimes two contestants jump out and get a big lead. This discourages the others who eventually strive only for the smaller prizes.

With a contest once each year $1,500 seems to be about the proper amount for me to offer at this time in order to keep my expenses at around 25 percent of the gross receipts.

It takes two, and sometimes three weeks, to get the proper line-up of volunteers.

In the first issue after the announcement I do not print the names of the contestants, but state that the contest is starting slowly, that the money is up and that the prizes will be awarded regardless of how little work is done. In the second issue I print the names of the contestants, if there is a satisfactory line-up. If not, I wait until the third issue and I never fail to have a list of workers that suits me.

My last five contests have started the first week in September and closed

V—ADVICE to the LOVELORN PRESS AGENT, yclept : : : THE CLEANER AND DYER

"PUBLICITY"

"How a Dry Cleaner Can Harness Its Power and Increase Volume. Handling Editors and Reporters. How to Obtain Free Advertising."

—From THE NATIONAL CLEANER & DYER, NEW YORK—*

EXCERPTS " : : The purpose of this article is to point out how dry cleaners can get legitimate publicity in the greatest and most important of our media of public information—the newspaper. Please note the term, legitimate publicity : : Attempts to obtain free space grew so numerous and the pressure brought to bear to force publicity, good, bad and indifferent, so intense : : editors and publishers had to combine against the practice : : However, the editor weighs stories of a publicity nature in the same scales with news : : Because the newspaper depends for its life on paid advertising, it is unethical for commercial agencies to attempt to insert in news columns material that is of no value to the newspaper or its readers, and that benefits only the commercial interest : : There are many ways by which the element of news can be injected into publicity. : :

"DOING the unexpected is always news. You as a dry cleaner would stand an excellent chance of getting favorable publicity the next time one of your truck drivers is arrested for speeding : : if instead of pulling all available wires to get the man free you appear in court and ask that your employe be adequately punished. Moralize with the judge a bit on the need for careful driving, tell him while the driver violated the rules of the company you feel responsible for his actions and will pay the fine. : : Since any news coming from the courts bears a natural air of authenticity, this unusual proceeding would surely result in a story satisfactory to all concerned, with the possible exception of the driver. : : Anniversaries can be made to serve as suitable pegs on which to hand news stories, providing something is done to make news. : :

"HAVING created news, how should you go about calling it to the attention of the newspapers? The trouble with most business men seeking publicity—even legitimate publicity—is that they go about it in the wrong way and approach the editorial department by way of the business office. : : Providing you know someone in the business office, it is all right to ask him to introduce you to the city editor or managing editor : : The following suggestions will prove of value in getting stories into the papers either direct or through reporters: 1—Provide the paper with early copy : : 2—The newspaper is more interested in what an individual says than in a statement given in the name of an organization : : 3—Don't forget the names and be sure they are accurate. : : 4—Avoid making complaints about trifling errors in your stories. : : 5—Do not go over the head of the reporter who calls you unless he is altogether incapable. 6—If there are two papers in your town, don't favor one over the other in giving news. 7—Establish yourself in the good graces of the newspapers and reporters so that when they want information on what is going on in the dry cleaning world they will turn to you."

*ED. NOTE: This article was published under the signature of the editor of a daily newspaper in a mid-western small city!

the last week in November, running about twelve weeks. This is, without question, the most favorable time of the year here, on account of the marketing of farm products.

I tell each contestant that he must make a real canvass if he hopes to win; and if he is not in a position to devote a reasonable amount of time, is too young, or for any other reason does not impress me as a desirable contestant, I discourage him so that the list will not be made up of poor material.

My basis of voting never changes. Thus the contestant who enters two or three weeks after the contest starts is not discriminated against. It's actual work that wins and not the cute trick of piling up the winning bunch of votes during certain inflated periods. Every dollar brings exactly the same number of votes during the entire contest.

I NEVER give votes for advertising or job work. In the first place no publisher can afford to do this; in the second place, it is grossly unfair. One contestant, favorably situated, is quite apt to clean up a big bunch of votes from heavy advertisers, that other contestants cannot even hope to get.

My contests in later years have been conducted more for the purpose of collecting than for circulation building, because my coverage is about as large in my news territory as I can hope for. I have adopted the contest as a business necessity, after having proven, by long experience, that it is the most effective and most economical method of collecting and of keeping my coverage up to the maximum.

There are eight other papers in eight other towns of my county and we are in no wise competitors with each other. I have 80 correspondents in my county and published an average of 47 news letters, or correspondents, a week during 1926. In circulation I cover neighborhoods that are more than 80 miles apart.

It will thus be seen that some method, in addition to sending statements, is necessary to keep up my subscription collections, and I found the contest system to be better than the solicitor field man. Many subscribers on my list have used up as many as three five-year subscriptions which they paid in different contests. The contestant will get the six months, or a year, back subscription and the one, two or five year advance payment, where the field man would not get a look-in.

E. R. PURCELL
Publisher, Broken Bow (Neb.) Custer County Chief

FROM AN ADDRESS TO THE N. E. A.

I GIVE herewith a summary of sixteen contests which I have conducted. These include prizes ranging in value from $200 to $1,500. These contests have been held at all seasons of the year and in two cases have encountered knock-out weather at the close. The percentage of cost has at all times been kept down to what I believe a country weekly can afford to pay for subscription collections and new business.

I have no quarrel with contest companies and I do not question their integrity, but I simply cannot pay their price or adopt their plans. If I had paid a 25 percent commission on the sixty-four thousand dollars my various contests have grossed it would have cost me $16,000 more money, and surely that saving is worth while.

The well-known rules of journalism and established principles of business are, of course, essential. Cover your news field, whatever it may be, in a complete way. Don't give premiums of any kind to stimulate the sale of your paper. Make your paper worth the money and sell it on its merits. Don't allow contestants to cut the price. A subscriber who pays $1.50 for a $2.00 paper one year will want it for the same price the next year.

Run the contest with the same firmness, fairness and strict integrity that you conduct your paper. If your contest rules and your office contest records are what they should be, you should not have any troubles to iron out.

I will send to any publisher who may be interested a copy of my rules and regulations, voting cards used, etc., and will be glad to receive your subscription methods if based on actual experience.

SIXTEEN CONTESTS IN TWENTY YEARS MAKE MONEY, GATHER DOLLARS, KEEP SUBSCRIBERS

— HERE ARE THE ACTUAL FIGURES, YEAR BY YEAR —

	GROSS RECEIPTS	TOTAL COST	PERCENTAGE COST	NEW SUBS.	NO. CONTESTANTS	PRIZES GIVEN:
1	$5,270	$ 535	10%	803	15	$200 Cash.
2	2,565	650	26%	375	17	$200 Cash.
3	2,114	510	24%	516	11	*Overland Car.
4	3,040	660	22%	352	17	2 Maxwell Cars.
5	1,610	405	25%	225	12	2 Fords.
6	1,790	411	22%	207	11	$1,000 Cash.
7	1,170	270	23%	205	7	$525 Cash.
8	820	245	30%	60	6	*2 Pianos.
9	5,160	1,120	22%	524	9	*2 Motorcycles.
10	4,820	1,360	28%	452	8	$300 Cash.
11	4,370	1,228	28%	320	7	$300 Cash.
12	5,180	1,236	24%	427	9	*Piano.
13	7,635	1,762	23%	520	11	$1,300 Cash.
14	5,818	1,580	27%	320	11	$1,500 Cash.
15	6,686	1,795	27%	542	13	$1,400 Cash.
16	6,409	1,772	28%	485	12	$1,500 Cash.
Tot'l	$64,452	$15,539		6,333	164	

*Other articles of value included.

Average percentage of cost 24%.

The above 16 contests cover a period of 20 years. The last four were held one each year. In arriving at percentage of cost all expenses, including commissions paid to contestants who did not win, are included. In all contests that grossed five thousand or more there were 6 to 9 contestants going good clear to the finish. In the smaller contests the number of workers at the finish ranged from 4 up.

ONCE MORE! ALL T'GETHER! DO the FIELD MEN EARN

Their Salt? And, Finish the Question: "Do the Members Deserve Said Sodium?"

By JOHN L. MEYER

WHAT *HAS* it done? What is "there in it for us publishers" in the immediate future?—Two questions that are being asked of press association executives, and that will be asked more persistently as associated effort marches on. 'Tis always *that way* when enterprises actually come to the front and begin to mean something; when association members begin to see the light, back up their executives with hard cash, put in paid secretaries, support central business offices, become regular attendants at conventions.

JAY W. SHAW, field secretary of the New York Press Association—who examines his own efforts for the association with extraordinary analysis—anticipating the demands of his membership, has "put the cards on the table", in a tasty circular to each member in good standing. First, there are a series of "briefs" on "*Some of the Things the New York Press Association Has Done*", *as follows*:

IT HAS put in the hands of every member a book compiled with great labor, giving all legal publications required by the laws of New York, so that the publisher is in position to secure these notices for his paper. One publisher testified at the recent Syracuse meeting that this book gave him information that brought him more than $100 last year.

It has brought about nearly a 100% increase in the number of Supervisors' Reports and Highway Reports published over the state, and the publishers have benefitted by a total close to $25,000. We hope you had your share.

Working with other agencies, it has simplified the rate for legals by putting all on a line basis.

In the same manner, it has aided in securing an increase in legal rates, fully warranted by advanced costs. This has added at least $30,000 to the pay of publishers of weeklies, semi-weeklies and the smaller dailies through legals which came directly from the State alone. Surely, you got some of this benefit also.

It has aided in organizing county and district Associations which have brought about a better understanding among publishers, to their great profit.

It has aided in bringing about consolidations where a field was overpapered.

It has established an employment bureau through which many of its members have been able without expense to secure dependable help when needed.

It has carried on a vigorous campaign to get the federal government out of the business of printing envelopes at cut rates.

It has put in the hands of every large advertiser and advertising agency a book giving the advertising rates and guaranteed circulation of every member of the Association.

It is sending out to these same people a series of monthly bulletins, telling of the vast purchasing power of the people in the rural districts and towns of the state covered by members of the Association. Emmet Finley of the American Press Association at the recent Syracuse meeting spoke of this as being "highly intelligent and effective."

JAY W. SHAW
New York's Field Manager

In hundreds of instances it has given personal assistance and help to members on matters of interest to them. It has also aided non-members in this respect, feeling sure that in due time they would all be members.

It has made a connection that enables the Central office to furnish information regarding all reliable advertisers and thus save its membership from thousands of dollars of loss yearly from "fake" advertising propositions.

It has increased the active members in three years from a "mere handful" to nearly 250.

It has maintained a Central Office which has furnished confidential service and advice to its members.

It is constantly trying to protect your business, trying to develop your business, trying to increase the prestige and profit of your business.

These are only a few of the many things it has done and is doing. But much more remains to be done, in addition to continuing the many activities already underway.

ON another page is a list of "*Some of the Tasks Awaiting the New York Press Association*"; and it may be added that a number of those listed hereunder have already been attended to, since the circular was sent out:

THE envelope fight must be pushed to a successful finish—if not this year, then another. That will mean more real money for every publisher.

Full legal rates should be obtained by every publisher; especially by every member of our association. He is entitled to them.

Public sentiment must be created, and legislation secured if possible, to curb the peddler and traveling sample salesman who are taking hundreds of thousands of dollars in business away from our local merchants, the chief source of our advertising revenue.

In like manner, we must further a campaign against the billboards which deface the landscape and absorb advertising appropriations that should properly go into the weekly newspapers.

We must assist in bringing about at as early a date as possible some form of publication by the state of the laws enacted so that the public will not continue to be in ignorance concerning them.

We must endeavor to induce the railroads to publish their time tables as an advertisement in every town they serve.

We should consider the possibility of securing a much larger volume of foreign advertising in case all our members are equipped to use mats, and the best method of bringing that about if it is deemed desirable.

The misunderstanding between weekly newspapers and their advertising representative must be straightened out to the end that we may receive more business. A committee has been appointed and is already at work on this task.

We should further the effort to bring about the establishment of a cost system in all offices not at present equipped.

We should undertake the publication, soon, of a space buyers chart by counties to furnish the national advertiser with the exact information he desires in relation to the field we cover.

We must watch both State and Federal legislation to see that nothing inimical to our interests is placed on the statue books. We all know what happened in the past when we were "asleep at the switch."

We must continue our efforts toward developing the "Good Will" of one publisher toward another to the end that the prestige and profit of our business may increase through "team work."

A big program! Yes, and that's only part of it. Every week, almost every day, there comes up some new way in which the Association can serve its members. We can't do it all this year or next. But by pegging away, we will get there eventually.

We are counting on you to help.

NEW YORK PRESS ASSOCIATION
ELMER E. CONRATH, President, Cuba *Patriot*
JAY W. SHAW, Field Secretary, Elmira

MR. SHAW says: "The *association* is the thing, the *member* of the association. The field man is a focussing point for the association and its members and what they seek to accomplish." The New Yorkers appear to have the real spirit of the thing;

note this from a recent issue of Charles H. Betts' Lyons (N. Y.) *Republican*: "Every other kind of business is organized. The time has come when the country press must be organized and must co-operate with those who are endeavoring to protect their interests. Therefore, we can not too strongly urge upon every editor in Wayne county the importance of joining the State Press Association and contributing what he can to the maintenance of this organization, to the end that it may become an efficient, strong and influential agency to advance the general interests of the weekly newspapers. The daily newspapers have strong organizations for this purpose, but editors of weekly newspapers, as a rule, do not realize the importance of such an organization. It is time they awakened to the situation and took a more active part in safeguarding their own interests, by supporting an organization that is entirely devoted to the advancement of the general welfare of the publishers."

"NPJ ART in NEWSPAPER-MAKING" CAMPAIGN & TROPHY : HOW IT LOOKS TO INLAND'S "OLD ROMAN"

Office of Secretary-Treasurer
INLAND DAILY PRESS ASSOCIATION
Clinton, Iowa.

SEPTEMBER, 8, 1927

John L. Meyer,
NATIONAL PRINTER-JOURNALIST,
Milwaukee, Wisconsin

DEAR MR. MEYER:—

REPLYING to your letter, I can readily see the value of your movement to encourage better printing of weekly newspapers and I might include in this some dailies, and at the same time better make-up.

I HAVE before me a weekly paper that has one full column and three parts of columns of reading on the first page, only. You would think it was an advertising sheet. It is well printed and the ads are well set.

I ALSO have a weekly made up out of a small daily. Can't read part of the last column on the first page. Slugs are up-side-down on other pages, black rules are up-side-down and badly battered. The sub-head leading the editorial page hasn't been re-set for probably ten years. The daily going with it is not much better. I know the paper is making money.

I CAN remember being in a small daily newspaper plant a little time ago, the press room of which was in a dark and damp basement. The rollers had not been re-cast for over two years, they told me, and had not been washed for a year. They ran a little daily and a weekly. These cases are not uncommon. Since that time the paper has been sold to a live publisher and you would not know it was the same paper. It is snappy, bright and well printed.

IF YOU can encourage the better printing of small dailies and country weeklies, you will be doing a great service to the publishing business and I believe it would greatly increase national advertising in newspapers, now going to magazines—Some such effort as you made at the last N. E. A. convention to encourage better-looking newspapers.

Cordially,

WVT/RMW

WILL V. TUFFORD,
SEC.-TREASURER.

WESTERN STATES ENVELOPE CO.
Milwaukee, Wis.

FROM another letter, on this subject: " : : I have been associated with printers and publishers for many years but more particularly in connection with the job printing business. I have not been in close touch with the editorial side of the game. I do feel, nevertheless, that you are rendering the fraternity, or calling, a wonderful service in offering suggestions and inspiration toward the making of better weekly newspapers. The business has needed something of this kind for some time.

"THE PUBLISHER must run his business in a businesslike way or he will not retain the respect of the other business men in his town. They will look upon him very much as the business man did some thirty or fifty years ago when the printer and publisher did not have a standing of any consequence. By getting up a presentable and worthwhile paper they will increase their own self respect and the respect of others associated with them, making it possible for them to hold up their heads and have *business* reasons for making a legitimate charge for their advertising which is bound to come to one who conducts a worthwhile publication : : "

Yours Most Sincerely,

GEM:EE

GEO. F. MOSS

ENVELOPES UNKNOWN UNTIL ABOUT 1840

PHILDELPHIA "FORM H"

ENVELOPES were almost unknown until the establishment of the penny post in 1840. Our grandfathers simply folded the letter, sealed it, and wrote the address on a space they left on the sheet for that purpose. Envelopes are generally supposed to have been the invention of S. K. Brewer, a Brighton, England, bookseller. He used to put in his show window piles of writing paper arranged in pyramid form, and to finish off his piles he cut cards so as to bring them to a point. Women took a fancy to the smaller sheets, and he found a ready sale for them. They were, however, so small that it became a difficulty to leave space for the address. Mr. Brewer therefore devised small envelopes, which became the vogue with fashionable dames and in due course came into general use.

GREEN LAWNS; SLOGANS ADVERTISING EMERALDS

LAURENCE G. SHERMAN

DROP a beautiful emerald on a nice green lawn and it's not so easy to find it. And that's what our advertising memory is . . . a nice, green lawn, against which a brilliant golden tiara set with emeralds might show up like a house afire . . . but the emeralds detached and strewn about would get lost in the shuffle then and there. It is putting the cart before the horse, to ask a slogan to drag the load.—*Printers' Ink.*

SAUCE for HIM also IS SAUCE for YOU

ARTHUR J. PEEL
—In "Printed Salesmanship"—

WE HAVE heard of the shoemaker who goes poorly shod, and of the tailor whose clothes are always frayed and now we have with us the printer who produces advertising for other people—and fails to recognize that what is good for his customer must be good for him too. : : Doing the obvious thing is usually doing the right thing, if our philosophy of life is sound.

RULES of PUNCTUATION

VISITOR in a Printing Office—"What is your rule for punctuating?"

The APPRENTICE (lately promoted to the case)—"I set as long as I can hold my breath and then put in a comma; when I yawn I put in a semi-colon, and when I want a chew of tobacco I make a paragraph."—*Apprenticeship Bulletin.*

END OF METAL POT PROBLEMS IS SEEN IN More NEWSPAPER PUBLISHING PLANTS

NEW PLANS GIVE SATISFACTION IN SOLVING EVILS

Electricity and Gas Used With Improved Methods

By JOHN L. MEYER

INTEREST among many mechanical men in the newspaper-printing field continues to be centered on metal and melting problems. "*NPJ*" which has told of experiences along these lines in practically every issue for two years past, here publishes two more.

The Milwaukee (Wis.) *Journal* some 90 days ago installed electric heating in both its eight-ton Double Junior Auto Plate pots and its two-ton pot for flat work. The experiment is successful, according to John P. Keating, production manager.

Gas was formerly used in heating the metal, and the *Journal*, skeptical as to the probable success of electric heating for this purpose, installed the new electrical equipment without displacing the gas arrangement.

The equipment itself consists of a series of sixteen 10-kilowatt, 240 volt G. E. heating elements of the immersion type, hung about the edge of the pot and extending down into the metal. A thermostatic control automatically maintains the temperature of the metal at any predetermined degree. The apparatus is also equipped with a safety fuse which, in case of failure of the thermostatic regulator, will open the circuits before the temperature reaches dangerous heights.

The control board is arranged to use all heaters in multiple, getting a fast heat during operating hours—in series during off-production hours, when a slow heat will maintain metal temperature. This is done by a handy switch on the control board.

THE advantages in keeping the heat constant are many according to Mr. Keating. Keeping the temperature up results in a smaller quantity of dross, which means a considerable saving in tin. Maintaining a constant heat results, too, in a more uniform texture of metal in the finished plate, which means that the pressmen will not have to make allowances, in the amount of ink used, for porous and hard plates. This factor is a considerable time saver. Again, there is less chance of damage to the pot through forced heat, if a constant heat is maintained.

The actual cost to the *Journal* of electricity for this work is less than that of gas because the additional current used by the new pot, added to the former load, entitles the paper to a lower per kilowatt rate from the electric company, than was previously earned.

Financial economy, however, is not the only benefit resulting from the change. The new equipment does away with disagreeable odors and eliminates much noise, making conditions more wholesome for the workers, it is stated.

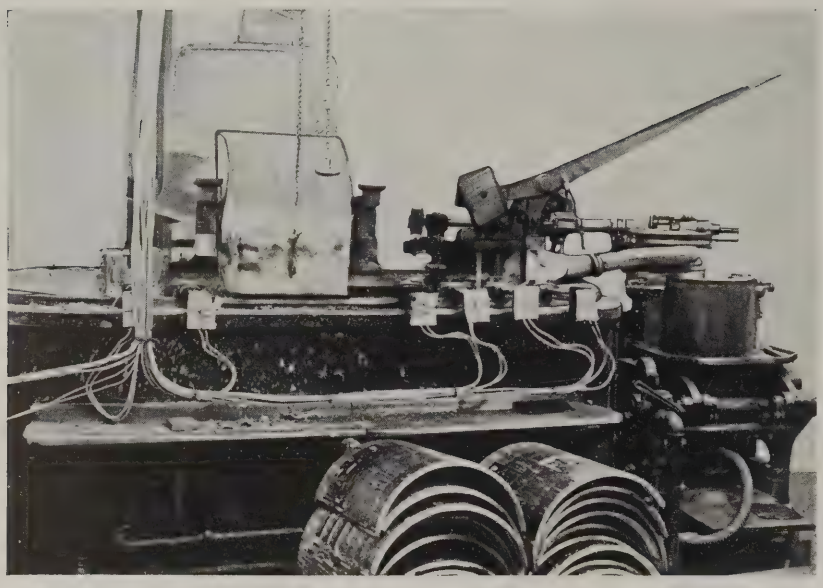
A. A. PIHLMAN, Consolidated Gas company, of New York, says: "Inasmuch as the newspapers are dependent upon perfect working machinery in the pressroom in order to get out editions with the requisite speed to make the train schedule, burner equipment under the stereotype pots that will always maintain a proper working temperature, even under adverse circumstances, is welcomed. Keeping sufficient type metal at the working temperature to supply the men casting the plates for the presses has long been a problem in every newspaper plant.

"A gas-fired furnace of novel design has been adopted by large newspapers in New York, and by many others throughout the country. Complete gas combustion, heat control and a pot always full of metal at a working temperature are assured perfectly sealed furnaces have superseded the

GAS STEREOTYPE POTS IN NEW YORK TIMES PLANT
— ONE OF THESE MELTED 18 TONS IN 1½ HOURS —

That Cost System

THE Cost System is my salvation,
I shall not fail,
It maketh me to lie down in peaceful slumber,
It leadeth me beside the still "leaks";
It restoreth my intellect;
It guideth me in the path of cost finding for my own name's sake
Yea, though I walk through the battles of competition.
I will fear no danger, for it is with me;
Its accuracy and knowledge, they comfort me;
It prepareth a table before me in the presence of my family;
It anointeth my purse with profit and establisheth my credit; my purse runneth over.
Surely success and happiness shall follow me all the days of my life and I shall dwell in the house of prosperity forever.—Ex.



AN ELECTRICALLY-HEATED METAL MELTING POT
— Milwaukee Journal Installation, Described Herein —

unhealthy open flaming ones and a single valve control has supplanted the ever troublesome two valve system, while, in some instances, the melt is constantly maintained by an automatic heat control.

"Coal fired stereotype pots were the custom some 15 years ago and the troubles the pressroom had with this type of equipment are better imagined. About that time newspapers started converting these to gas-fired units and later on some individual companies, began making complete gas-fired furnaces and pots for the market.

"While a distinct improvement over coal, troubles persisted and accumulated. Little or nothing was known about gas combustion at that time and its control was manual, and hit or miss. The mixing of the air with the gas before it left the burner, in just the right proportions, was controlled by one valve and the volume of gas by another, so when the pot was chilled by a charge of cold metal, not only was it necessary to increase the gas flow but also to raise the air flow, through two different valves. The ratio between the two was immediately upset and the reproportioning of the volume of air to gas was thus rendered very difficult. Furthermore, carbon, a product of incomplete combustion, gathered on the bottoms of the pots, more or less insulating them from the heat. This heat was also reflected from the pot bottoms back onto the metal burners which became incandescent and soon warped out of shape.

"After many years of research and experimentation, the Surface Combustion Company of New York, a Henry L. Doherty Company subsidiary, developed a new type of gas burner, which, combined with its many furnace designs, is producing fuel and industrial economies. In addition it has developed a stereotype burner equipment that is attracting widespread attention. Among the many newspapers that have already installed these burners are noted the New York *Times, Evening World, Herald-Tribune* and *Evening Post.*

"The secret of the success of these new burners lies in the fact that they automatically maintain the correct proportions of air and gas during all heating speeds and also that they can be sealed in the firebox door, permitting the ash pit door to be sealed also, thus eliminating the objectionable, if not dangerous, condition of flames issuing from the fire door, which was so common before. This also eliminates the cooling effect of excess air. The new burners cause less scaling of the pots.

"In the high pressure system such as was installed at the New York *Times,* a small compressor boosts the city gas from line pressure to 10 pounds and this high pressure gas enters a patented inspirator which exactly proportions the amounts of air and gas. This ratio is maintained without the aid of moving parts or governors and the burners are supplied through the inspirators with a perfect mixture while the rate of flow, heat control, is manipulated by means of a single valve.

"A low pressure system was installed at the New York *Evening World* which varies from the high pressure gas installation in that a pressure blower raises the air pressure one or two pounds while gas is inspirated at zero pressure and the mixture of the two is controlled by the action of a governor which automatically maintains an accurate and exact ratio."

A SHORT test was made on one of the furnaces at the New York *Times* with the following results: Three of the four furnaces were shut down and five men detailed to the high pressure furnace firing a ten-ton pot with Auto Plate casters at each end. Every minute five plates were cast; that is, 400 pounds of metal was pumped out and the same amount of cold metal thrown in. With the gas at 8 pounds pressure the temperature of the bath was held within 10 degrees and there was no falling off. In 90 minutes time some 18 tons of metal had been handled and the pressure was boosted to 9 pounds, to indicate that a slight turn up would cause the temperature to rise with ease. The test was concluded at the end of 15 minutes as the temperature was running away.

WHAT They SAY : : :

ARE YOU making "gains," merely; or are you making more and better profit?

CHARLES FRANCIS—"The other fellow is not interested in you or your business. Unpalatable but true. His interest must be aroused. He must be induced to think of you and your product, and in pleasurable terms."

ONCE UPON A TIME is the "Mother Goose" way. Printers and publishers need more pep than that. The *present* is what counts.—*J. L. M.*

ROGER F. OWSLEY—"The greatest need today in newspaper and magazine advertising is advertising knowledge rather than go-getting salesmanship."

WILLIAM RANDOLPH HEARST—"If punishment is a deterrent to crime, it can only become so when the punishment is made known : : Newspapers do not, of course, print these things solely to deter crime, though editors are gratified to know that this is an effect of the publication."

EMIL BRISACHER—"So many of us are so busy trying to devise ways to offset the brilliant moves of our competitors that we lose enthusiasm for our own plans."

MANY PERSONS who wouldn't eat the same food or wear the same clothes every day, think the same thoughts and hold the same viewpoint every hour.

Mr. PUBLISHER, GET YOUR GOODS "OUT of the BOX"

N. E. A. Advertising Committeeman Tells Just How to Make Up Real Town Survey

By H. Z. Mitchell

WHAT would you think of a merchant who if asked regarding his merchandise should tell you that he would have to go down and look it up, that he kept it all nailed up in packing cases and didn't know just what he did have to sell? Yet that is just the situation that the national advertiser finds himself in when he attempts to buy space from the average country publisher.

Too many country publishers seem to have the idea that what they have to sell is the white space in their paper. That's a mistake. *What the publisher has to sell is his community and its prospects as an outlet for merchandise.* The white paper is just the same in a hamlet of 500 as it is in a city of that many thousand but the rates are different. Why? Because of *the market.* The experience of association representatives, field secretaries and advertising agencies demonstrates that there is a woeful ignorance on the part of the country publisher as to his product, yet it is such a simple matter to secure this information and so many valuable reactions come as a result of it.

What do we mean by a town survey? *First*: Find out who your businessmen are and what they are selling. That sounds simple enough but it isn't. We don't mean a casual check of the city directory or the telephone book and a hasty jotting down of the information contained therein; we mean a real *SURVEY.* Just how to file this information depends on the size of the community but believing that the methods used by the large papers are seldom too big for the smallest, we will suggest a plan that should be applicable to any city or village.

GET a card filing system with plenty of cards. First list your merchants, all of them, down to the smallest corner grocery and pool room, with *names of proprietors, store name,* and *KINDS of merchaandise handled.* You needn't get into the brands in your first survey; make a special survey of that under a plan that we will be glad to outline. The first will be your main, key list and should be kept absolutely up to date. Then cross file each *kind of merchandise.* On one set list all of your grocery dealers, whether exclusive, chain or handled in connection with other merchandise. Don't overlook a single line of merchandise. Have them indexed so that with a simple turn of the wrist you can tell every dealer who handles cigars, tobacco, groceries, dry goods, fishing tackle, stoves, lumber, in fact everything.

H. Z. MITCHELL
Bemidji (Minn.) Pioneer

This is the important list, but there is other information that you should have in connection with it. *Population of your city* and of the *trading territory* and *how large* that trading territory is. The thickly populated trading area of ten miles is often more valuable than the sparsely settled fifty mile area, but explain why yours is either limited or extensive; road connections, both railroad and highway; bank resources; school population; pay rolls; agricultural drawing powers, such as elevators, creameries, canning factories, etc.; churches; wholesale distributors; manufacturing plants and of course the information about your own paper and its effort to cover the trading area.

If close to a metropolitan center get the figures on the circulation of the city papers in your trading area in comparison with your own. Show the number of families if possible, the number of electric light users, ask your county agent for his government figures on the farm statistics of your trading area and the value of its products, in other words file every available item of interest that will help convince an advertiser that your locality will prove a profitable outlet.

NOW then, what are you going to do with this list after you have it? Don't get discouraged if there are no immediate calls for the information you have secured. If you are progressive you will get out a neat booklet and send it out to advertising agencies, to prospective advertisers and see that your field secretary and advertising representatives have a copy. If your city is large enough you will find the list most valuable to cover with a monthly blotter or letter, keeping your name before the businessmen of your community. The information you secure can often be worked up into clever little stories for your paper. *But the big point is that you have the information that you should about your community.*

Incidentally, this same plan should be extended in time to cover all of your trading area. List all of the businessmen in it in just the same way and circularize them for job work. Check this outside list with your wholesale houses so as to be sure that you have them all. You can be sure that they kept their list up to date, why shouldn't you?

The N.E.A. Advertising committee will be glad to discuss any phases of this survey with interested publishers and to have improvements and new uses for the list noted.

SUCCESSFUL BLOTTER ADVERTISING is SIMPLE

Arthur F. Otis
(Stevens-Davis Co., Chicago)
—In "Printed Salesmanship"—

THE RULES for successful blotter advertising are few and simple—print them attractively, make them easy to read, and send them out not less often than once a month. You may never trace a direct order to them, but many orders will come from people who owe their knowledge of your name to your blotters.

A. HOYT LEVY—"To every father of every boy, I say, let your boy sell papers. He will need no urging—if he does, he lacks something which is a part of every red-blooded boy. Let him earn his money and he will not be so ready to spend it foolishly."
—United American "Heavy Stuff".

Specimens of Recent "Trade Mark Type" Ads

Charming Examples of Fall Millinery

for Madame and Mademoiselle

Ⓐ

OPULENT *beauty of Autumn colorings—exquisite fabrics of caressing texture. Shapes new, flattering, invested with the subtle sophistication that the smart woman of to-day demands! Such are the charming versions of the new millinery mode, in moods so diversified, so distinctive and so decidedly Parisian that you may be sure of finding the exactly suitable hat at a price that is surprisingly modest!*

Pirate

The newest, smartest Fall fancy

The Trend of the Mode

bric and Color

s are fashioned of felt, hatter's
mbinations of felt and velour or
martest hats are quite small!
ats of the more formal type
hatter's plush and velvet
In these new shades,

Rogu

A mischievou velour with a feet that dr one eye

Ⓑ

Silk Hosiery in New Fall Colors

EPINARD
ANT

NE

SIER

Former Regrou $7.95

Bags for ever will be foun the smart envelop to the most elabo and jeweled specim

UNDER

Tailored o The

AVEDON

To the rescue of the belated Gift Seeker!
With special groups of repriced
Gifts that cannot fail of welcome!

Ⓒ

HOSIERY

A Type for Every Feminine Need!
All Smart Day and Evening Shades.

A Silk Chiffon Hose with block wrven "Long Life" toe. $1.55

Paris clocked Hose in medium with well-wearing lisle top

The Popular medium

B. Altman & Co.

Ⓔ

The Meadow Brook SPORT KIT

Fashioned in The English Manner

INCLUDES

A skirt and cardigan jacket of brushed wool or flannel
A tailored silk blouse
A matching hat

In Spring Shades

The set of four pieces $75.00

Women's and Misses' Sports Apparel
THIRD FLOOR

FIFTH AVENUE THIRTY-FOURTH STREET NEW YORK

ALTMAN SQUARE

MADISON AVENUE THIRTY-FIFTH STREET NEW YORK

McCutcheon's

5th Avenue Telephone 49th Street VANderbilt 5430

Ⓓ

An Early American Bedroom

ON THE FOURTH FLOOR, our Interior Decorating Staff has just completed a bedroom in the Early American manner. This room shows how admirably Early American furniture suits a modern background.

You are cordially invited to come in and see this model room. If you have any decorating problems, our interior decorators will be glad to help you with them. Consul[illegible] involves no obligation.

Ⓕ

Slenderizing Easter Modes

for

Stout Women and Misses

Sizes 36 to 58—16½ to 28½

The NEW **Lane Bryant** STORE

1 WEST 39th STREET, at Fifth Avenue
10 WEST 40th STREET, Opposite the Library

STREET

RETAILERS' NEW IDEA FOR GAINING INDIVIDUALITY IS ILLUSTRATED BY the GROWING VOGUE FOR SOMETHING BETTER THAN MERE SIZE and "BLACKNESS"

STORES BEGINNING to "TRADE MARK" THEIR ADS WITH UNIQUE TYPE FACES

SCREAMS ARE NO LONGER the RAGE; GOOD TASTE WINS

Apparel Daily Trade Paper Spreads New Gospel

THIS article, of unusual, present interest to printers and publishers, is reprinted by special arrangement with *Women's Wear Daily*, one of the Fairchild group, New York, and a daily going to every retail store of importance in the U. S. A., Canada and other countries, handling women's apparel, including of course the large department stores. *"NPJ"* will let the article speak for itself on the major subject of *The ART of Newspaper Making*, which this magazine is endeavoring to promulgate; as witness the *"NPJ Newspaper Production Trophy"* recently awarded at the N. E. A. 1927 convention.

IN THEIR efforts to give advertising as distinct an individuality as their stores, many of the larger department and specialty shops are using special type faces, borders and ornaments for their ads. Thus they have been able to "trademark" their ads and make them stand out from those with which they are surrounded. : : : : : : :

According to Melbert B. Cary, Jr., president of the Continental Typefounders' aossociation, of New York, it was felt that while the various type faces generally in use in this country possessed a beauty and strength peculiar to themselves, they were often so widely used, that the better department and speciality stores are faced with a difficulty in impressing upon their advertising their individuality. : :

COMPLETE fonts of type have been sold to different stores or others interested in definitely trademarking or individualizing their advertising. No effort has been made to confine the sale of a particular type face to one store in a community for it has been found that those stores desiring this service have wanted a typeface peculiar to themselves rather than one which would be a duplication of that used by one of their competitors. Thus the stores themselves have tended to enhance the individuality of the various type faces.

B. Altman & Co., New York, was one of the first stores to adopt one of these imported type faces for its advertising. This store purchased the Narcissus type and for two years has used this face consistently, particularly for the headings of their ads, for which it is particularly suited. This type, Mr. Cary said, had proven very popular and has been purchased by stores in various parts of the country. Almost all of the larger New York department and specialty stores have adopted other type faces, an effort being made in each case to choose a type expressive of the store itself.

SENTENCE SERMONS for NEWSPAPERMEN

FROM THE 1927 DENVER INTERNATIONAL ADVERTISING ASSOCIATION CONVENTION

W. E. DONAHUE, Manager Local Advertising, Chicago (Ill.) *Tribune*—"Service in retail stores is at lowest ebb in history; that is one reason why advertising gets blamed for loss of pulling power."

J. K. STERNE, Merchandise Manager, May Stores, Denver—"The real goal of advertising now is to reduce waste : : : by proper study of results. Too often the buyer of advertising does not go through; sales people are uninformed; tie-up between goods, advertising and display is lacking. : : Papers grow larger to accomodate increased advertising—despite the auto, the radio, the movie. It's because the stores have more to tell. : : The larger ad does not necessarily mean the greater volume; but my own experience has been that with a promotion of merit, a page ad produces more than a half-page, has greater attention value."

FRANK H. SISSON, Guaranty Trust Co., New York.—"Advertising has been a large factor in the gain in national income in the U. S. A., from $33,000,000 in 1914 to $89,000,000 in 1926."

As yet only one of the various type faces which have been imported has been made available for machine setting. This is the Narcissus face which Mr. Cary said, is now being made by the Linotype company in all sizes up to a 30 point face on a 36 point slug. The 36, 48, 60 and 72 point faces as well as the smaller sizes are supplied by the Continental Typefounders for handsetting.

The ads reproduced (on page 30) show the manner in which some of the various type faces have been used to lend distinction and individuality to stores' advertising. In (A) two of the new type faces have been used; these are Mercure in the headings and Astree italics in the body type. This combination, according to Mr. Cary, presents these two forms of type to their best advantage for the Mercure is essentially a head type and should, he said, be accompanied by another type for the body of the ad. The choice of Astree as the body type was in this instance, he felt, particularly appropriate, as it harmonizes well with the head type, having been designed by the same type founders.

Another example of the Astree type, this one in Roman, is to be seen in ad (D). Both the head and the body type shown in this type use the Astree face, the head being in italics.

TWO examples of one of the latest type faces : : are to be seen in ads (B) and (F). In (B) the new Eve heavy was used for both the head and the body of the ad while (F) used Eve italics for the entire ad with the exception of the name plate.

In ad (C) the main headings of "Hosiery" and "Underwear" were set in Greco Adornado, a type giving a hand lettered effect and, according to Mr. Cary, particularly suitable for head type. The body of the ad was made up in regular machine type.

The use of the Narcissus type for headings with the body of the ad set in regular machine type is to be seen in ad (E). This type, an incline face similar to the Mercure but not giving the hand lettered effect of that type, was also said to be especially suitable for headings.

These ads present only a few of the new type faces which have been brought in by this organization. Some of the others are:

Vanity Fair Capitals, a face intended for limited use in printing to which it is desired to impart a fanciful or feminine touch. The design is based on ornamental letters used by Dutch and French typefounders in the eighteenth century.

Lutetia, the latest production of the type foundry of Joh. Enschede en Zonen of Haarlem and designed by J. vanKrimpen. It is a very clear type, easy to read and particularly suited to be used as body type.

Greco Bold, a black-faced type giving a handlettered effect particularly in its larger sizes. It has been used by Franklin Simon & Co., New York, in advertising for men's apparel.

Still other type faces which have been imported include: Kennerley in its several modifications; Hadriano; Forum Title; Marlborough Old Style; Goudy in all its variations; Poliphilus; Blado; Baskerville; Fournier; Imprint; Veronese, and Silvan.

Cambridge borders and Unicorn initials, Spanish Renaissance borders and iniciales progreso, old English borders and flowers and Fournier ornaments have also been made available.

SOMETHING for newspaper-commercial printers to think about! *The ART of Newspaper Making* is indeed one of the great subjects of the day. The education of advertisers in the better use of space, as well as their printed matter used by mail and otherwise, seems to be progressing very rapidly. Those who make and sell types, borders, etc., in whatever form or for whatever mechanical devices, deserve a lot of credit for this. More than do the newspapermen and printers?—*J. L. M.*

The Lure of the Beyond

CORA BARBER CRARY

WHAT fairer than a phantom bark
The Children launch at play,
And over fancied waters float
To luring isles away,
Where gleaming shrines lift golden spires
And day evolves its hours
To roundelays of blissful song,
Blithe notes and blooming bowers?
Aught fairer? Ay, than childhood's bark,
The shallop at the bar
Whence Charon ferries souls across
To where the loved ones are.

(ED. NOTE.—J. B. Parker, Conway (Ark.) *News*, runs an unusual poem every week on Page 1, center top; the above is one of them.)

MAKES MERCHANT OF HIS STOREKEEPER; Sells ADS

National Advertisers are Watching Your Local Display, So Look Over These Tips

By A. D. BOLENS

THE local non-advertiser is too often a mere storekeeper, with a little capital and no initiative. His objection to the "expense" of advertising is founded upon his inability to carry on his business when it reaches a volume beyond the point of safety.

He has little knowledge of business methods and dislikes to refuse an order that comes to him and many times doesn't realize why he is cramped for money. He will not disclose his circumstances to a soul. If he has but a $1,000 of capital he may not understand the fact that he cannot safely take on a volume of business beyond a certain point. That point varies with the line of goods or service that comprise the majority of his transactions. As a general rule that point may be stated at two and one-half times one's capital. If the non-advertiser is able to turn his stock each sixty days that means he safely can take care of $2,500 of trade in that period, of $1,250 per month, or $15,000 a year.

BUT the non-advertiser allows himself to get pinched for cash many times by taking twice as much business as he can handle. Then, if the line mainly consists of goods that can be turned only twice a year, his total volume in the twelve months is limited to $5,000 as his point of safety; and the chap is up against the necessity of charging prices so high that he loses trade or must demand cash with each order. Neither being practical, he tries to pinch along by cutting out all kinds of expense of doing business, wherever possible. Thus he becomes a non-advertiser.

He is an easy prey to the substitute pirate and readily gilled by the bait of "bargains". Thus in a short time he is up against it—and he becomes a non-advertiser.

I have studied the non-advertiser for many years and have formed some rather definite conclusions as to the part that ought to be played by the community newspaper man in intelligent conversion work. Here's how I carry on:

I study the trade area covered by my newspaper. Pick the most likely merchants in the various lines who should be leaders. Then, in a series of friendly talks spread over a reasonable period not too close one to the other, I teach what should be the obvious special line which his store should feature and advertise as the "center" of trade for the entire trade zone, letting other goods in stock benefit by the over-flow that comes from trade brought in through advertising of the special line. Thus, I have educated one merchant to make his place the "center" for shoes, another for sporting goods, another for hunters' and fishers' equipment, another for millinery, another for clothing, another for green groceries, etc.

A. D. BOLENS
Pt. Washington (Wis.) Star

Once their feet are on firm ground it is interesting to witness the almost pathetic eagerness with which they will play this new game. And one has made a friend for life, a friend who will be a steady advertiser.

Now, take the more exclusive lines, such as heating, refrigeration, jewelry, furniture, etc. The chief cause for non-advertisers among such business men is that they fail to ally themselves with standard, well-financed producers, and buy in the open market such goods as their own experience or judgment dictates paying no attention to the important proposition of being able to finance one deal after another with his customers, depending on his local banking connections. Again, such a business man is quickly "sewn up" and unable to carry on, and he becomes a non-advertiser through necessity. He does not (indeed, in most cases disregards it) seem to realize that he would be vastly better off if he were hooked up with a concern that makes a business of carrying the load of deferred payments on sales. He is too independent; he knows too much to be caught in a trap; he stubbornly determines that he will be the boss of his own business.

HERE'S a case that illustrates my point. A heating contractor takes on a line and does what business he can, buying goods on the usual terms and selling on the best basis he can secure. Inevitably he soon is "sewed up" and is short of cash. And he becomes a non-advertiser. The lesson to be taught in these cases is to get the man to "hook up" with a concern that will carry his deferred payment load, where fixed down payments and monthly payments are worked out on a scientific basis. Thus, he can take on all the business it can land; discouragement vanishes; he is eager for all the trade he can get; he becomes your firm friend and a steady advertiser.

One jeweler can be taught to set his aim to become the "center" for all the silverplate trade of his zone, another jeweler the "center" for diamonds; still another for musical goods. Indeed, the field for educational work by the community newspaper publisher is as broad as he chooses to make it.

A curious phase of this instruction is, that as quickly as one non-advertiser discovers that he is on the highway to successful business, he doesn't care if another man in the same line tries out the same stunt. "There's enough lines for all of us," he says, "my work is to pick out my line before the other fellow grabs what I want to boom."

THERE is one phase of this proposition that should not be overlooked by the community newspaper publisher, and that is: Do not jump into this work of educating the non-advertiser without serious study of your field and the men that now are non-advertisers. Indeed, careful advance study of each business man that does not advertise and his environment, will be found extremely profitable. Above all, be friendly, call at regular intervals, talk frankly, know in advance exactly what you are going to make plain to your non-advertiser friend, and don't "just argue."

ROUND TABLE

TWELVE PLANKS BUILT INTO PLATFORM OF AMERICAN COMMUNITY JOURNALISM *by* PIONEER FIELD MEN

Another Year of Experience, and Six Solid Days Given to Exchanging Actual Experiences, are the Foundations for Them

THE National Association of State Press-Field Managers in convention assembled at Detroit, Mich., August 20-25, 1927, feeling that much progress has been made in the publishing and printing business in states operating under the field manager plan, and that in these states there is a better spirit of co-operation and a greater effort on the part of publishers to serve their readers, advertisers and communities, recommends the extension of this plan into other states as fast as it is feasible to do so.

WE LOOK WITH DISFAVOR upon the outside-promoted subscription voting contest—and recommend that publishers discontinue such contests.

WE COMMEND the trade publications on their fight against press agentry, more commonly known as free publicity, and urge publishers to refrain from opening their columns to these space grafters.

WE THANK the NATIONAL PRINTER-JOURNALIST, *The Publishers' Auxiliary* and other trade publications for their splendid support of the work of the field managers and the work of the National Editorial association.

WE THANK the National Editorial association for bringing to the meeting H. Z. Mitchell of Bemidji, Minn., with his valuable fund of data compiled during his work as a member of the N. E. A. advertising committee.

WE URGE the National Editorial association to continue its efforts toward the establishment of a plan for guaranteed circulation statements of newspapers to be furnished to the advertiser and as a basis for advertising rates.

WE RECOMMEND that all publishers make a comprehensive survey of their circulation territory and be ready to give this information on request.

WE URGE state press associations to work for the elimination of the practice followed by manufacturing concerns of furnishing printed stationery to dealers either free or at cut rate prices.

WHEREAS the American Press association has just compiled and published the first and only complete rate book of country newspapers ever attempted, and

WHEREAS, while we recognize that the first book is not perfect and can and will be improved with future issues, we feel that the American Press association book is a splendid achievement and of inestimable value to the advertisers and advertising agencies of America; *therefore, be it*

RESOLVED that the American Press Association be complimented for this piece of work.

IN THIS CONNECTION we also wish to commend the officers of the National Editorial association, who took the lead in advocating the need of a rate book embracing all newspapers and feel that this effort was largely responsible for getting such a rate book without cost to the individual papers.

RESOLUTIONS COMMITTEE
E. F. TUCKER, Iowa *Chairman,*
J. S. HUBBARD, Missouri,
B. ARP, LOWRANCE, North Carolina.

JUST SUPPOSE—New England, as a group, by virtue of its geographical facilities, has adopted the field manager plan—briefly, a long step of progress beyond the customary plan of focussing activities and crystalizing plans of press associations. These states are in it, sharing the financing: Maine, New Hampshire, Vermont, Massachusetts, Rhode Island and Connecticut. There are other opportunities for a similar start-off for the field manager plan, with geographical communication and transportation facilities not quite but nearly as good. For instance, there is Wisconsin, North and South Dakota, and Northern Michigan, already having a possible nucleous of proven worth in the Minnesota field manager's office. What say? I might expect to see, eventually, individual field men in these several states, if for the purpose of getting started easily they work together at the

EDITORIAL : : : : : :

THE ENVELOPE MATTER

THE National Editorial Association has, for ever so long, pounded away at the government printing of envelopes. The present contract of the government—rather, the post office department—with envelope makers will expire not long hence. The Seventieth Congress is about to meet. Now is the time to get behind the N.E.A. bill, and stay behind it incessantly. The point of contact for the individual publisher is ready and at hand—his congressmen and senators.

"*NPJ*" believes that the previous failures of the N.E.A. and other interests in this matter were due to a lack of interest on the part of individual publishers in backing up the movement, due in turn to a lack of information. Some publishers yet feel, as one is reported to have said: "That whole thing is straining a gnat and swallowing a camel."

Suppose that were true—and it *isn't!*

There are far bigger things at stake than the loss of job printing, and such. *WE DO NOT WANT, WE MUST NOT HAVE, in this Country, the menace of GOVERNMENTAL ENGAGEMENT in what is obviously and properly PRIVATE BUSINESS ENTERPRISE. The government should not be engaged in a manufacturing at public expense that inevitably means great advantage for the few—for instance, the large users of envelopes—with no practical advantage to the many, the everyday citizen and small business house.*

TO PUT this matter on the mere basis of the loss of job printing and envelope sales is vain. It has been put on such a quibbling basis in hundreds of instances. Is that a reason for the previous failures? Let's get a right slant on it, and stay there.

ANOTHER THING: *The origination of the "government envelope" was in an effort to standardize quality and sizes,* in the early days of the post office enterprise, when people were using every shape, kind and style of wraps for letters. Those days are past. Let's make this known, too.

—JOHN L. MEYER.

outset. Plans can be made by which no state association will lose its individuality. What say?—J. L. M.

(P. S.—We have a report that North Dakota has already taken steps in the direction above indicated, since the foregoing was written.—J. L. M.)

ASSOCIATION ELECTIONS

GEORGIA PRESS ASSOCIATION—President, Miss Emily Woodward, Vienna News; vice-president, Louis Morris, Hartwell *Sun*; corresponding secretary, Hal M. Stanley; recording secretary, Charles Benns; treasurer, J. J. Howell.

INTERNATIONAL ASSOCIATION OF PRINTING HOUSE CRAFTSMEN—President, A. E. Giegensack, New York; first vice-president, V. Winfield Challenger, Philadelphia; second vice-president, Frank Rodell, Los Angeles; treasurer, Harvey Weber, Buffalo; secretary, L. M. Augustine, Baltimore.

MAINE PRESS ASSOCIATION—President, Charles I. Mann, Lisbon Falls *Enterprise*; vice-president, Samuel B. Erskine, Damariscotta Lincoln County *News*; secretary and treasurer, Ora I. Evans, Dover-Foxcroft *Observer*; executive committee: Albert Stetson, Houston *Pioneer*, H. C. Prince, Madison *Bulletin* and three officers.

MIDWEST NEWSPAPER ADVERTISING MANAGERS ASSOCIATION—President, Steve Kelton, Houston (Tex.) *Chronicle*; vice-president, Roy L. Bailey, Salina (Kans.) *Journal*; secretary, Sam Gerhart, Ft. Smith (Ark.) *Southwest American*; sergeant-at-arms, Sam Wheeler, Springfield (Mo.) *news*.

OREGON STATE EDITORIAL ASSOCIATION—President, Robert W. Sawyer, Bend *Bulletin*; secretary-treasurer, Ha! E. Hoss; regional vice-presidents: for central Oregon, Ben Litfin, Dallas *Chronicle*; Williamette valley, Sheldon Sackett, McMinnville *Telephone-Register*; southern Oregon, S. S. Smith, Medford *Mail Tribune*; eastern Oregon, Frank Appleby, LaGrande *Observer*; western Oregon, L. D. Felsheim, Bandon *Western World*.

Curtis B. Hurley, *Beacon-Herald*, Camden; John P. Stafford, *News*, Springdals; Ed. McCorkle, *Star*, Hope; Clio Harper, *Pulaskian*, Little Rock; B. H. Thomas, *Times*, Gurdon; W. B. Folsom, *Argus*, Brinkley; Erwin Funk, *Democrat*, Rogers.

The Association's platform for 1927-8 includes: Enrollment of at least 90 per cent of the state's publishers; press building at the state fair; publication of state advertising rate book; recodifying state advertising laws; adoption of N. E. A. standard invoice; joint meeting with Texas association preceding the annual N. E. A. and Field Managers' meeting at Memphis in 1928; district meetings throughout the state.

"DO THE FIELD MEN EARN THEIR SALT?"—Down in Kansas it has been unlawful to sell cigarettes. The last legislature repealed the law, but inserted a clause making it a misdemeanor to advertise cigarettes. Field Manager O. W. Little and his associates took the matter to court. The court ruled against the field manager. He appealed to the supreme court and was awarded a verdict. As a result of this prompt action, and soon after, the newspapers of Kansas received orders for cigarette advertising amounting to more than $68,000.

SOUTHERN NEWSPAPER PUBLISHERS' ASSOC.—President Robert Ewing has announced committee chairmen for 1927-28 as follows: Advertising, Col. Luke Lea, Nashville *Tennessean*; Business Affairs, John A. Park, Raleigh (N. C.) *Times*; Editorial Affairs, Marcellus E. Foster, Houston (Tex.) *Press*; Labor, H. C. Adler, Chattanooga *Times*; Postal Rates, Urey Woodson, Owensboro (Ky.) *Messenger*.

NATIONAL EDITORIAL ASSOCIATION (Bulletin)—"The National Printer-Journalist, Milwaukee, Wis., has added another prize to be offered in the N.E.A. membership campaign, in the form of a beautiful desk (or table) lamp. There are now three valuable prizes : : ".

(Ed. Note: A Vandercook Proof Press, and an engraving order for $100.) "The lamp to be furnished by *NPJ* is to be the latest in lamp construction and an ornament to any office of any home."

THE MINNESOTA PRESS—Sam Haislet, Field Manager: "Recently this office was asked whether it would be advisable to lower the subscription price of a paper to $1.50 a year to stimulate subscription development. NO! EMPHATICALLY NO!! : : Make your newspaper one worthy of its name, give your people real reader interest and there will be no trouble holding a satisfied and contented clientile. TAKING A NEWSPAPER DIRECTORY AND TURNING TO ONE STATE WE FOUND THE AVERAGE CIRCULATION OF THE FIRST FIFTY PAPERS SELLING AT $1.50 a YEAR WAS 928; THE AVERAGE OF THE SAME NUMBER SELLING AT $2 WAS 1752."

UNIVERSITY OF IOWA, DEPT. of JOURNALISM—Frank L. Mott, professor of English, appointed head of the department, succeeding Charles N. Weller, dec. Prof. Mott has been editor of the Marengo (Ia.) Republican and Grand Junction Globe, and associate editor of Midland Magazine.

INTERNATIONAL ASSOCIATION OF NEWSPAPER ADVERTISING EXECUTIVES—President Harvey R. Young, Columbus (O.) *Dispatch*, has announced committees for 1927-8 as follows:

DIRECTORS—L. M. Barton, Chicago *Daily News*; Frank T. Carroll, Indianapolis *News*; Frank T. Carruthers, Denver *Post*; Thos. F. Collins, Milwaukee *Journal*; J. Carr Gamble, St. Louis *Globe-Democrat*; Harry D. Guy, Dallas *News*; C. M. Kendall, Watertown *Daily Times*.

ADVERTISING COMMISSION—Geo. M. Burbach, St. Louis *Post-Dispatch*; Frank T. Carroll, Indianapolis *News*; Wm. E. Donahue, Chicagao *Tribune*.

ADVISORY COUNCIL—M. F. Aronhime, Louisville *Courier-Journal & Times*; O. S. Bruck, Beaumont *Enterprise-Journal*; Geo. M. Burbach, St. Louis *Post-Dispatch*; J. K. Groom, Northern Illinois Group-Aurora; Wm. D. Keenan, Indianapolis *Star*; A. G. Newmyer, New Orleans *Item-Tribune*; A. L. Poorman, Providence *Journal-Bulletin*; G. W. Roche, Spokane *Chronicle*; A. L. Shuman, Ft. Worth *Star-Telegram*; Carl P. Slane, *Journal-Traanscript*; Rhey T. Snodgrass, Minneapolis *Journal*; H. A. Sprague, St. Joseph *News-Press*; M. R. Thomas, Columbus *Citizen*; Harry T. Watts, Des Moines *Register-Tribune-Capital*; Louis W. Wiley, New York *Times*.

COMMITTEE CHAIRMEN—H. W. Roberts, Adv. Mgr., The Cleveland *Plain Dealer*, Speakers Bureau; Earl H. Maloney, Peoria *Journal-Transcript*, Convention

WRIGHT A. PATTERSON, Editor-in-Chief, Western Newspaper Union, in the "American Magazine", October: "When (country newspapers) unite on any proper cause the editors of papers have it within their power to sway 25,000,000 people, and that is a tremendous thing!"

ASSOCIATION DATES

OCTOBER

ANNUAL NEWSPAPER INSTITUTE OF THE NEW JERSEY PRESS ASSOCIATION, 3-4, Rutgers University, New Brunswick.

TRI-STATE EDITORIAL ASSOCIATION—Nebraska, South Dakota and Iowa—6-8, Sioux City, Delos Hall, Kennebeck, S. D., president, C. C. Sturgess, Correctionville News, Iowa, secretary.

SOUTHEASTERN IOWA EDITORS, 14-15, Iowa City, cooperating with School of Journalism and Extension Service. Usually about 75 members aside from students.

INLAND DAILY PRESS ASSOCIATION, 18-19, Morrison Hotel, Chicago, (Other large agricultural, advertising and kindred associations will also meet there the same week.)

DIRECT MAIL ADVERTISING ASSOCIATION, 19-21, Hotel Stevens, Chicago.

ANNUAL WEST VIRGINIA NEWSPAPER CONFERENCE, 27-29, West Virginia University, Morgantown.

MISSOURI PRESS ASSOCIATION, 27-29, Joplin.

CENTRAL IOWA PUBLISHERS, 28-29, Iowa State College, Ames, in conjunction with Ag. Journalism Dept. Prof. Blair Converse, in charge.

WEST TEXAS PRESS ASOCIATION, 21-22, Lamesa.

NOVEMBER

INDIANA WEEKLY PRESS ASSOCIATION, 4-5, Indiana University, Bloomington.

OHIO NEWSPAPER WOMEN'S ASSOCIATION, 4-6, Toledo, Ohio.

1928

INTERNATIONAL ADVERTISING ASSOCIATION, July 8-12, Detroit.

NATIONAL EDITORIAL ASSOCIATION, Memphis, Tenn., May 28-30. (Outing May 31-June 9.

NATIOAL ASSOCIATION OF STATE PRESS FIELD MANAGERS, Memphis, Tenn., May 23-27.

THE ARKANSAS PUBLISHER—A new monthly bulletin in 9x12 form, by the state association. Clio Harper is editor, and presents a large lot of brief personal items about members.

Officers of the Arkansas Association are: President, Charles Goslee, *New Era*, Hot Springs; first vice president, Curtis B. Hurley, *Beacon-Herald*, Camden; second vice president, John P. Stafford, *News*, Springdale; third vice president, Ed. McCorkle, *Star*, Hope; secretary, Clio Harper, *Pulaskian*, Little Rock; Treasurer, B. H. Thomas, *Times*, Gurdon; Chaplain, Rev. J. H. Fuller, *Arkansas Christian*, Little Rock; historian, Dr. A. C. Millar, *Arkansas Methodist*, Little Rock; poet, William McComb, *Dixie Magazine*, Little Rock; orator, H. M. Jackson, *Courier-Index*, Marianna, Executive Committee: Charles Goslee, *New Era*, Hot Springs; V. W. St. John, *Star*, Mena;

This FREE Book *Needed by* EVERY *Progressive* PRINTER

New Book of Intertype Faces

EVERY progressive printer will want this book, not for its typographic excellence alone, but for its practical value in machine composing rooms. It contains a comprehensive array of type faces and decorative material that will meet every printing need. In addition to the one-line specimens arranged by families, interesting examples showing the possibilities of many of the faces are included. Even if you are not an Intertype user you will find this book of value because *Intertype matrices will run in other slug-casting machines.* And the matrices are made with extra-wide teeth, an exclusive Intertype feature that makes for longer wear, smoother distribution, therefore greater production and efficiency. Send for it TODAY.

Standardized INTERTYPE

INTERTYPE CORPORATION
1440 Broadway, New York City

Please send me your BOOK OF INTERTYPE FACES.

Name..... Position.....

Firm Name.....

Street and City.....

Attach this coupon to your letterhead

DO IT NOW

INTERTYPE CLOISTER OLD STYLE, CLOISTER BOLD, CLOISTER BOLD ITALIC

ROUND TABLE

Displays; L. M. Barton, The Chicago *Daily News,* Convention Programs; Jas. A. Austin, Omaha *Bee-News,* Idea Exchange.

VICE-PRESIDENTS—England: Lt. Col. Edward F. Lawson, The London *Daily Telegraph;* France: Fr. Marcel Knecht, Paris *Le Matin;* Hawaii: H. S. Hayward, Honolulu *Star-Bulletin;* Philippine Islands: Carson Taylor, Manila *Buletin;* Alberta; George B. Cooper, Edmonton *Journal;* British Columbia: R. J. Cromie, Vancouver *Sun;* Manitoba: A. W. Moscarella, Winnipeg *Tribune;* Nova Scotia: G. P. Greene, Halifax *Chronicle;* Ontario: R. K. Stocks, Toronto *Globe;* Quebec: C. P. Buckland, Sherbrooke *Daily Record;* Alabama: Geo. C. Biggers, Birmingham *News* and *Age-Herald;* Arizona: Wesley W. Knorpp, Phoenix *Republican;* Arkansas: K. A. Engel, Little Rock *Democrat;* California: W. R. Penney, San Francisco *Call;* Colorado: W. C. Bussing, Denver *News;* Connecticut: F. B. Dalton, Danbury *News;* District of Columbia: C. I. Putnam, Washington *Times-Herald;* Delaware: C. J. Pyle, Wilmington *News-Journal;* Florida: J. M. Elliott, Jacksonville *Times-Union;* Georgia: Boykin Paschal, Savannah *Morning News;* Illinois: Louis Proehl, Peoria *Star;* Indiana: Frank E. Hollis, Terre Haute *Star;* Iowa: F. Russell, Davenport *Times;* Kansas: Knowlton Parker, Kansas City *Kansan;* Kentucky: Robt. J. Breckinridge, Lexington *Herald;* Louisiana: C. P. Manship, Baton Rouge *Advocate* and *State Times;* Maryland: Wm. F. Schmick, Baltimore *Sun;* Massachusetts: Jas. T. Murray, New Bedford *Standard-Mercury;* Michigan: H. S. Conlon, Grand Rapids *Press;* Minnesota: W. F. Johns, St. Paul *Dispatch & Pioneer Press;* Mississippi: W. G. Johnson, Jackson *Daily News;* Missouri: J. T. Barrons, Kansas City *Star;* Nebraska: Walter E. Lamb, Omaha *World-Herald;* New Jersey: D. P. Olmstead, Perth Amboy *Evening News;* New York: Frank E. Tripp, Gannett Newspapers, Elmira; North Carolina: E. B. Jeffress, Greensboro *Daily News;* North Dakota: Norman B. Black, Fargo *Forum;* Ohio: H. A. Brandt, Dayton *News;* Oklahoma: H. S. Dreier, Oklahoma City *Oklahoman-Times;* Oregon: W. J. Hofmann, Portland *Oregonian;* Pennsylvania: Homer E. Moyer, Harrisburg *Patriot-News;* Rhode Island: Chas. O. Black, Pawtuckett *Times;* South Carolina: Wm. P. Etchinson, Columbia *State;* Tennessee: Martin Clark, Nashville *Banner;* Texas: A. L. Shuman, Ft. Worth *Star-Telegram;* Utah: H. F. Robinson, Salt Lake *Tribune;* Virginia: L. E. Pugh, Newport *News Press* and *Times Herald;* Washington: J. Fred Braid, Seattle *Times;* West Virginia: H. W. Manz, Huntington *Herald-Dispatch;* Wisconsin: Irving C. Buntman, Milwaukee *Herald;* Wyoming: W. S. Sopris, Sheridan *Post-Enterprise.*

ANNIVERSARIES

Lonoke (Ark.) Democrat—Fifty-sixth, Aug. 4, 1927.
Plainfield (Ill.) Enterprise—Fortieth, August 4, 1927.
Annapolis (Md.) Maryland Gazette—Two-hundredth, September, 1927.
Northville (Mich.) Record—Fifty-seventh, August, 1927.
Stillwater (Minn.) Daily Gazette—Fifty-seventh, August, 1927.
Greenfield (Mo.) Vedette—Sixty-first, August 1, 1927.
Pulaski (N. Y.) Democrat—Seventy-eighth, August 3, 1927.

NEW PAPERS

Hope (Ark.) Press—(formerly Weekly Review).
Oceanside (Calif.) Daily Tribune.
Walsh (Colo.) Herald.
Altus (Okla.) Times-Democrat-d. (formerly w.)
Locust Grove (Okla.) Journal.
Okmulgee (Okla.) Daily News-d. To be established Oct. 1.
Huntington (Ore.) News.
Union (W. Va.) Monroe Mail.

His Friends Are Singing: "Whereja Get That Hat?"

—From PUBLISHERS AUXILIARY, Chicago—

MINNEAPOLIS, MINN.—The friends of Sam S. Haislet, field manager of the Minnesota State Editorial association, are now singing "Where Did You Get That Hat?", for since his return from the recent meeting of the National Association of State Press Field Managers a new chapeau graces Sam's head. And, in the words of Mr. Kipling, thereby hangs this tale:

Some time before the field managers met, John L. Meyer, editor of NATIONAL PRINTER-JOURNALIST, announced that he would give a new hat to the field manager who gave the best report on "My most profitable activity during the past year" at the Detroit meeting. After all of the field men had told of the work they had done, the Minnesota manager was adjudged the winner of the hat.

Mr. Haislet's prize-winning activity was the making of a comprehensive survey of advertising rates in his state and he reported that up to the time of the Detroit meeting all but four of the members of his association had sent in the information to make the survey complete. This survey not only shows the advertising rates and mechanical requirements of the papers but it also contains detailed information about circulation coverage, such as the circulation by rural route, circulation in town, etc.

"I'D WALK a MILLION MILES FOR ONE of YOUR SMILES" : : : :

NEW WORDS FOR AN OLD TUNE

COLORADO EDITOR—"When a man is interested enough in attending a district meeting that he will walk eleven miles, there must be something to the district association idea. A meeting of the Western Colorado Editorial Association was held at Ouray, Colorado, on August 13. Field Manager Bemis was scheduled to be present at this meeting and to explain the association activities. When the publishers arrived it was found that M. O. Ballard, editor of the *Norwood Post,* had walked from Ridgeway, eleven miles, in order to attend the meeting. Mr. Ballard's machine was out of commission at the time but that did not daunt him. He said: 'It was worth the eleven mile hike to meet my fellow publishers and talk shop with them. I'd do it again if I had to'."

COMMUNITY : : : : : SERVICE

SILVER JUBILEE—A front page editorial, Sept. 8, 1927, in the Lodi (Wis.) *Enterprise,* under the by-line of the publisher, said in part: "Twenty-five years! My, how they have flown! On first thought it seems inconceivable that I and mine have made the beautiful Lodi valley our habitat for so long : : I recall that I assumed a newspaper man's life in Lodi with some trepidation. The end of the first year showed that the gross business had reached the munificent total of $2200! But I was fortunate in that expenses were corresponding light, and I had $1200 left with which to pay my own "salary", reckon interest and depreciation charges.

CASSIUS L. COWARD
Lodi (Wis.) Enterprise

The plant equipment has likewise grown. There is not a bit of machinery in the plant today that I bought 25 years ago—all having been replaced with more modern and labor-saving equipment. : :

More recent additions to the modernity of the *Enterprise* plant is a saw-trimmer and an electric casting machine. I have a syndicate mat service, received weekly, and with the electric caster make the pictures with which the columns of "Your Community Newspaper" are embellished each week. Included in this mat service are mats for newspaper advertisements and other forms of publicity, so that the requirements of most advertisers for illustrations can be met "right here at home". : :

During the past five years I have had the assistance of the daughter in our family, Miss Isadore, who has carried the greater part of the editorial work—for which she prepared herself at the University of Wisconsin School of Journalism. : : The years are sure to creep on all of us, and now, with 33 years to my credit as a newspaper owner, and at least 45 years since I became a "printer's devil", I can hardly expect to celebrate a golden jubilee as the head of the *Enterprise,* but I assure my friends that so long as I am permitted to remain in the harness the best that is in me shall be given, as embodied in the word—Service!"

ROUND TABLE

CHANGES IN MANAGEMENT

Escalon (Calif.) Times—Perry B. Stickles new owner.
Geyserville (Calif.) Transcript—M. Ernest Murphy new owner.
Humboldt (Calif.) News—Taken over by Federated Trades Council of Eureka.
Eckley (Colo.) Tribune—R. M. Wilson, owner, again in charge.
Fleming (Colo.) News—Plant, subscription list and good will sold to L. J. Boyd.
Mackinaw (Ill.) Enterprise-Gazette—Walter Gillan new owner.
Indianapolis (Ind.) News—Don Bridge appointed advertising manager.
Forest City (Ia.) Summit—Scott H. McClure new owner.
Lexington (Ky.) Leader—John G. Stoll now editor and publisher.
Salisbury (Md.) News Publishing Co.—Alfred T. Truitt and Charles J. Truitt new owners.
Dowagiac (Mich.) Beckwith Printing Co.—Purchased by Daily News Company.
Russell (Minn.) Anchor—Paul Hammer now sole owner, having purchased interest of Earl Hartzell.
Canisteo (N. Y.) Chronicle—Sold to Steuben News, Inc. of Hammondsport.
Fair Haven (N. Y.) Register—W. G. Phippin and Donald Phippin new owners.
Groton (N. Y.) Journal and Courier—Arthur N. Meyers new owner.
Lansford (N. D.) Leader—G. W. Niemi new owner.
Wahpeton (N. D.) Globe and Farmer—E. D. Lum new owner. Mr. Lum will publish the two papers as one, under name of Farmer-Globe.
Cleveland (O.) Iron Trade Review—E. L. Shaner appointed editor-in-chief.
Earlsboro (Okla.) Journal—C. L. O'Bryan new owner.
Hobart (Okla.) Gazette—Hutton Bellah new owner. Will move plant to Hollis.
Wewoka (Okla.) Capital-Democrat—Publishing Co. of Cushing new owner.
East Portland (Ore.) Foster Road News—R. C. Cooke new owner.
Halsey (Ore.) Enterprise—Harrison F. Lake and Mrs. Lake new owners.
New Effington (S. D.) Record—Geo. L. Townsend new owner.
Oakwood (Tex.) Oracle—B. H. Mullins new owner.
Presidio (Tex.) Border Times—Clifford A. Smith new owner.
Kewaunee (Wis.) Enterprise—Fay Temby appointed news editor.

MANUFACTURERS : : SERVICES

LUDLOW TYPOGRAPH CO.—When an explosion wrecked the plant of the Independent Publishing Co., 339 Pennsylvania Avenue, Washington, D. C., a hurry order for Ludlow and Elrod equipment proved the quick way to get the composing room on a producing basis. A Ludlow, completely equipped with water cooled mold, and electric heated crucible supplies a new face for each of the Independent Publishing Co., periodicals and the Elrod produced lead, slug and plain rule borders in unlimited quantities. This new equipment is also used in the job printing department, affording a plentiful supply of type and material as needed.

NORTHWEST TYPE FOUNDRY—The new concern is owned and operated by George Field at Minneapolis who has been operating a trade composition plant and now has installed foundry type casting machines.

THE HOWARD PAPER CO.—A new portfolio of letterheads and office forms has been issued from headquarters at Urbana, O. It is comprehensive and will help sell job work.

HENRY DISSTON & SONS, Inc.—"More cuts, better cuts", says a recent circular, adding, "with a Disston Paper-Cutting Knife."

LUTHER TAYLOR INK CO.—A new concern organized at Chicago by L. B. Taylor, formerly of Charles Eneu Johnson & Co., and Samuel Bingham's Sons Mfg. Co.

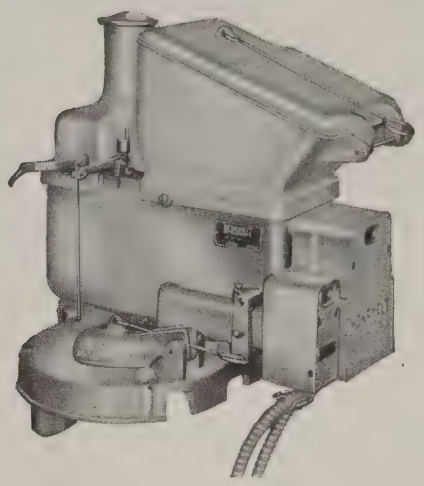
KRATMAN MACHINERY SALES—Just organized by Jack Kratman, in Chicago, formerly with George R. Swart & Co.

AMERICAN PRESS ASSOCIATION—New rate book, covering entire country, for community newspapers, just issued. Cordially received by advertising agencies. It looks about as correct and complete as it is humanly possible to make such a compilation, remembering there are a couple of hundred changes every month in that field. This will be met by supplements.

THE CUTLER-HAMMER MFG. CO.—Cleveland office has been moved from the Guardian Trust Bldg. to the Guarantee Title Bldg., tripling space and facilities.

Cutler-Hammer has been awarded the order for the press drives, press control and newspaper conveyors for the new Chicago, (Ill.) *Daily News* building, one of the very largest orders of its kind ever placed by a newspaper.

The MONOMELT System



Pays for itself in saving of type metal alone

THE MONOMELT SYSTEM eliminates the remelting and pigging of metal, thereby saving metal and labor every time the type metal is used. It never permits overheating or waste of antimony or tin. Metal deterioration is 75% less. In less than a year this type metal saving alone pays for Monomelt—besides the saving of time and labor and the increased production. The Monomelt System is an excellent investment.

THE MONOMELT COMPANY

4541 Ravenswood Avenue, Chicago, Illinois

Send this coupon for full particulars

Please explain how the Mono-Melting System, if installed in our plant, would

- ☐ **Increase production 10%.**
- ☐ **Cut metal drossage 75%.**
- ☐ **Clean and purify our type metal.**
- ☐ **Insure clearer and sharper type faces.**
- ☐ **Produce solid slugs.**
- ☐ **Eliminate hot and cold metal.**
- ☐ **Save time, labor and floor space.**
- ☐ **Prevent sunken and defective letters.**
- ☐ **Eliminate our remelting furnace.**

We have the following machines:

No. of Machines	Make	No. with Gas Pots	No. with Electric Pots
	LINOTYPE INTERTYPE LINOGRAPH		
LUDLOWS	ELRODS	MONOTYPE	

NPJ 10

Firm Name .....

Street No......

City and State .....

Signed by..... *Title* .....

Johnsonized

SOME real bargains in thoroughly remanufactured and guaranteed printing machinery; all complete with regular factory equipment as is included with similar machines when new.

◈ ◈ ◈

One Model No. 90 Liberty, high speed letter, circular and job folder, range 5 ½ x 6 to 17 x 22 ½", has both parallel and right angle folds. This folder will fold any printing of practically every style, to go into any sized envelope. The folder is practically new. It will operate at a speed of about 4000 per hour. Simply shift the lever and change from right angle to parallel folds. Complete with Motor.

One Model No. 88 Liberty Folder, job and circular folding, range from 6 x 6 to 22 x 32", one, two or three folds, right angle and parallel. Complete with Motor.

One Model No. 89 Liberty Folder, range 6 x 6 to 22 x 32", two parallel and three right angle folds, a combination for job, circular, book and catalogue folding. This machine is also practically new. Complete with Motor.

Omaha Attached Folder, newspaper folder, 7 column quarto, to fit either front or rear delivery presses. The late style Model E with insert table, folding four, six, eight, ten or twelve pages. We will give the same guarantee that you get with a new Folder, and will furnish a machinist to attach to your press without charge for his time.

◈ ◈ ◈

One 12 x 18 New Series Chandler & Price Gordon with late style Kluge Automatic Feeder Unit and complete equipment, fountain, vibrator, and counter, and variable speed electric motor drive.

One 12 x 18 New Series Chandler & Price Gordon with Miller Ideal Automatic Feeder Unit complete, including fountain, vibrator, and counter, and variable speed electric motor.

One 10 x 15 New Series Chandler & Price Gordon Press with Miller Ideal Automatic Feeder Unit complete.

We give the same guarantee on these Feeder Units as you get with new ones, and furnish a machinist to start and demonstrate in your office without charge for his time. The saving is worth while.

◈ ◈ ◈

One Seybold Power Paper Cutter, 36", front hand clamp, three piece back gauge interlocking with clamp for close cutting steel tape gauge; a modern high grade machine, like new.

One 28" Rosback Progress heavy power Perforator with inclining rear delivery table giving automatic delivery, complete with motor.

◈ ◈ ◈

One No. 2 Potter Proof Press, bed 17 x 25, grippers and trip, complete with Automatic inking attachment. This press gives a perfect Cylinder Press proof without make-ready.

◈ ◈ ◈

One No. 6 Morrison Power Wire Stitcher, complete, with Electric Motor drive; the best all around stitcher made; simple, durable, and necessary replacement parts very inexpensive. Capacity from two sheets to full ⅞" using either the fine or heavy wire. Equipped with flat and saddle back table.

One No. 1 Monitor 20th Century Latham Stitcher equipped with electric motor drive. Capacity two sheets up to ⅞", flat or saddle back.

One No. 3 Boston Power Wire Stitcher, capacity two sheets to ½", will be sold either with or without direct electric motor drive.

It will pay you to get complete information and prices on these machines if interested, as well as the complete list of Johnsonized machinery.

We also offer some bargains right now in second hand but good composing room equipment; steel run case stands, imposing stones, and type cabinets.

C. I. Johnson Mfg. Co.

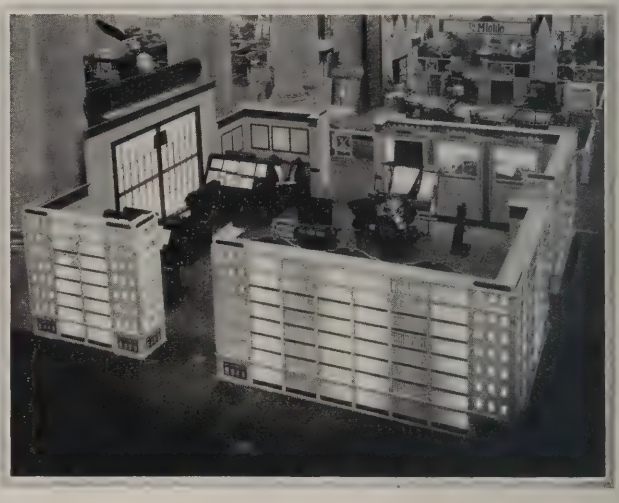
Johnsonized Printing Machinery

All standard makes of new machinery in stock; and complete equipment for printer, binder, and typesetting offices.

48 East 3rd Street Saint Paul, Minnesota

ROUND TABLE

UNITED STATES ENVELOPE CO.—Out with a very helpful portfolio of Hammermill Bond Envelopes, made by the U. S. The selections of colors, in bond or ripple finishes, is fulsome.



NOVEL EXHIBIT IDEA by LINOTYPE COMPANY
AT THE GRAPHIC ARTS EXPOSITION IN NEW YORK CITY, SEPT. 5-17

THE SHOWING was a replica of an eight-story factory building, and located in the center of the exhibition floor at Grand Central Palace; it was fashioned after the Mergenthaler factory in Brooklyn, N. Y. Looking into the "windows", spectators saw views of the inside of the factory, Linotype schools, matrix making, and so on.

MINNESOTA & ONTARIO PAPER CO.—Just entertained a party of American publishers who visited the mills at International Falls, Minn., Ft. Frances, Ont., and other points via special train. Frank H. Burgess, LaCrosse (Wis.) *Tribune*, said: "We were most courteously entertained, including attention by the newspapermen at places we stopped. We have a most enjoyable impression of the Dominion."

STRATHMORE PAPER CO.—Out with a new portfolio of "Rhododendron" cover, showing color combinations, interesting layouts, handsome embossing and texture of paper.

MERGENTHALER LINOTYPE CO.—A new catalog of Linotype parts and supplies, with 600 pages, listing every essential part with many illustrated, and simplified for ready reference. The index is remarkably complete.

The Linotype Magazine, Vol. XVIII, No. XI, shows the Linotype Garamond series in a most enticing manner. "How Gutenberg Made His Type" is a splendid feature article for any printing fan.

AMERICAN TYPE FOUNDERS CO.—"Jazz Type Faces" is a fetching heading in an invitation to attend the A.T.F. booths at the Graphic Arts Exposition, and devoted to the new "Gallia" Series. It is a modernistic design and the specimen uses shown demonstrate exceptional possibilities for it.

CONTINENTAL TYPEFOUNDERS ASSOC.—Has issued "Typographia No. 5", Frederic W. Goudy's new specimen book. Included are Kennerly Open Capitals and others, Marlborough, Forum Title, Goudy, Hadriano, Poliphilus, Blado, Baskerville, Fournier and Village Borders and Florets.

Continental is just issuing a showing of "Deepdene" face by Frederic W. Goudy, saying: "Mr. Goudy has been working on this face all spring and summer and the four sizes shown (14, 16, 18 and 24 pt.) are now complete." Two additional sizes and an italic are to come. Advance proofs are beauties.

CASPER GRIPPER CO.—K. H. Kolpien, who has been secretary, has been elected president, succeeding Frank Casper, resigned. Mr. Casper who has been the largest stockholder, has disposed of his interests and entered other interests. J. J. Mahon has become secretary. The company recently moved to 401-11 Smythe Bldg.

INTERTYPE CORPORATION—Just received, a copy of the New "Intertype Specimen Book," designed by B. W. Radcliffe, director of typography of the company. It covers all the languages used

No. 15246-A Make-Ready Table

WITH ADJUSTABLE LEDGE

Another convenience for the printer; further evidence of the aggressiveness and forsightedness of those who are continually striving to make it easier for the printer to do his work *right*.

The table top is zinc and may be tilted to any angle desired to obtain proper light when in use.

On front of table edge is a movable steel bar which, when raised and moved slightly to the right, becomes an edge sufficiently high to prevent paper from sliding off. When table top is level this raised edge is not needed but when on an angle it is of utmost importance. As now constructed, the raised ledge is instantly available, when needed, and when not needed it is quickly dropped to a level with the table top. Illustration shows the ledge raised in proper position for use when top is tilted.

Table is made in three convenient sizes, with or without castors, as desired.

Height to top when horizontal, 41 inches.

Double wheel swivel castors are used.

No. 15246-A—36 x 48 in. Top with castors.
No. 15246-B—Same as No. 15246-A but without castors.
No. 15246-C—32 x 42 in. Top with castors.
No. 15246-D—Same as No. 15246-C but without castors.
No. 15246-E—24 x 32 in. Top with castors.
No. 15246-H—Same as No. 15246-E but without castors.

Manufactured by

FOR SALE BY ALL PROMINENT TYPEFOUNDERS AND DEALERS EVERYWHERE

THE HAMILTON MANUFACTURING COMPANY

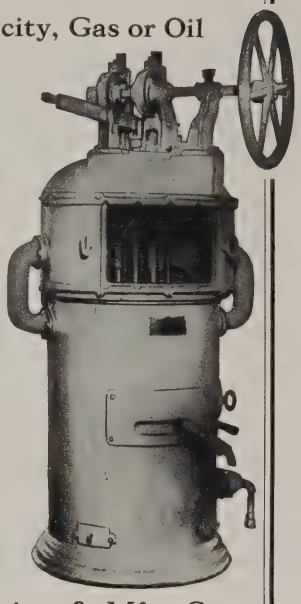
EASTERN OFFICE AND WAREHOUSE: RAHWAY, N. J. TWO RIVERS, WISCONSIN

A-S.C.B.-527. (Printed in U. S. A.)

Every Newspaper Plant
can profitably install

Monarch Monometer
RE-MELTING FURNACE

Operated with Electricity, Gas or Oil



THE Monometer is scientifically constructed. It has an automatic heat control —prevents burning of metal —uses less gas—eliminates harmful fumes—retains tin—and reduces dross to a minimum.

Improved Metal
Reduced Dross
Saving in Fuel

THE saving in fuel and dross will pay cost of Monometer in one year. It is built to last a lifetime.

Write for Catalog "N".

The Monarch Engineering & Mfg. Co.
1206 American Bldg., Baltimore, Md., U. S. A.
WORKS, CURTIS BAY, MD.

Dependability - Practicability - Durability - Value

The Margach Feeder

for

Linotypes, Intertypes, Monotypes, Ludlows, Elrods

Eventually — Why Not Now
(With apologies to Pillsbury)

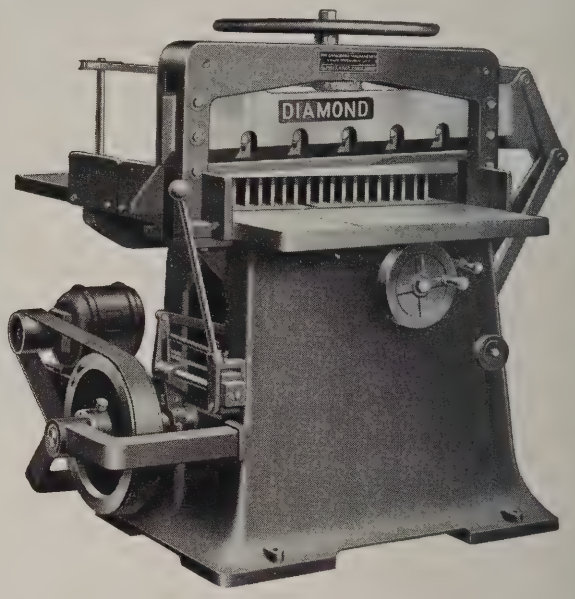
What other article is guaranteed for ten years against further cost than the $75.00 for a Margach?

And what other accessory to the type-setting machine can fill an entire newspaper page with agate lines of SATISFIED users?

Margach Manufacturing Co.
Incorporated
213 CENTRE STREET NEW YORK

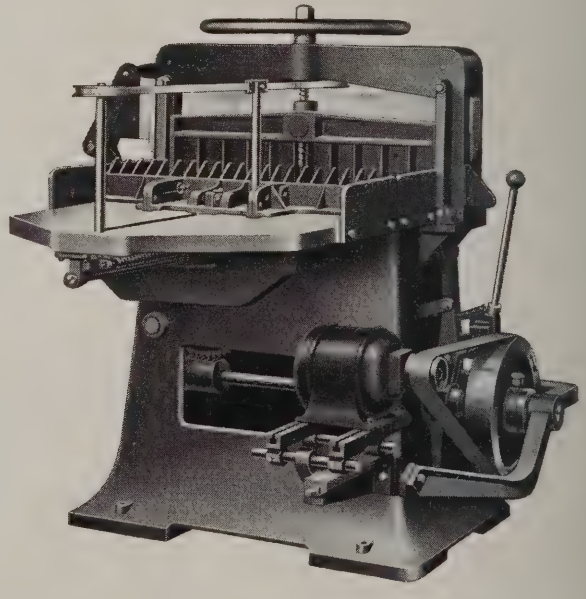
ROUND TABLE

in this country, and has a complete index for prompt reference. The Intertype Keyboard arrangements are illustrated usefully. The assortment of borders, decorations, etc., is shown most attractively. There are many specimen pages, useful to the publisher and printer. —J. L. M.



FRONT VIEW, NEW DIAMOND CUTTER

CHALLENGE MACHINERY CO.—The new, improved Diamond Power Cutter of the company was introduced to the printing-publishing field at the New York Graphic Arts Exposition. The new cutter had been given the most severe tests for months before being shown.



REAR VIEW, NEW DIAMOND CUTTER

Features pointed out included: Heavy flared base, giving greater bearing surface on the floor, and improving the lines; motor and motor bracket at the left side under the table, easily accessible for oiling and tightening the belt and avoiding dirt or oil from motor dropping on the cutter table; main drive-shaft is extra heavy and has three oilless bearings; back-gauge locks directly to the table itself and cannot move after once being set; starting-lever is at the left side and is of the double motion automobile-type; cutter table is

The
CRAFTSMAN
[12x18]
With Its Wonderful
Distribution System

CHANDLER & PRICE PRINTING PRESSES

FOUR SIZES—8x12—10x15—12x18—14½x22

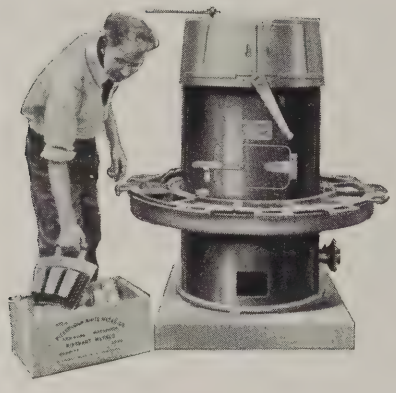
We carry all sizes of Chandler & Price Presses in stock at our Selling Houses for prompt delivery. When in the market for a new C. & P. Press, *write, telephone or wire your requirements,* including motor equipment, to the nearest Selling House of the

AMERICAN TYPE FOUNDERS COMPANY

BOSTON				DENVER
NEW YORK	BUFFALO	ATLANTA	MILWAUKEE	PORTLAND, ORE.
PHILADELPHIA	PITTSBURGH	CHICAGO	MINNEAPOLIS	SAN FRANCISCO
RICHMOND	CLEVELAND	DETROIT	KANSAS CITY	SPOKANE
BALTIMORE	CINCINNATI	ST. LOUIS	DES MOINES	LOS ANGELES

SET IN THE BROADWAY SERIES WITH GARAMOND AND GARAMOND ITALIC

DOUBLE QUICK
Automatic Metal Furnace



A Double Saving
First, on the Installation Cost and Second, on the Operating Cost

NO other automatic metal furnace sells at anywhere near the Double-Quick Automatic price. No other automatic metal furnace is so economical to operate. The double use of heat saves Gas, Metal, Time and Money. And you get CLEANER INGOTS.

More than 1,500 now in use. Ask your dealer or write direct.

AUTOMATIC FURNACE CO.
547 West 23rd St., New York

Here's Extra Profit
For You and Better Service too

This Way

Millions of dollars in the aggregate are tied up in standing forms. How much of your money goes to make up this total, and unnecessarily so?

If you have a standard job press you are equipped to mold your own Certified mats from which you can make your own stereotypes upon a moment's notice.

If you are interested in saving yourself some money, and giving your customers even better service, our Certified Printers' mat proposition should appeal to you.

Certified Dry Mat Corp.,
338 Madison Ave.,
New York, N. Y.

Date.....

Gentlemen:

You may send us a sample of your Certified Printers' mat, together with full particulars. There's no obligation on our part.

NAME .....

ADDRESS .....

By ..... Title.....

ROUND TABLE

three inches higher than formerly; knife-bar slots are extra long (¾-inch).

ANOTHER GRAPHIC ARTS EXPO VIEW
—MANY OF THE EXHIBITS WERE IN STEADY OPERATION—

MILLER SAW-TRIMMER CO.—Two of the new Miller Simplex 19x24 Automatic two-revolution presses, together with two new 1927 model Miller High-Speed, and two Master-Speed jobbers, featured the exhibit of the company at the Graphic Arts Exposition. They were in continuous operation through the two weeks of the exposition, turning out most attractive work. Two messenger boys dressed as jockeys symbolized the speed of the Millers.

WEST VIRGINIA PULP & PAPER CO.—"Westvaco Inspirations for Printers", No. 27, is the Czechoslovakian Edition, including articles articles on the "Colorful Art of the Peasant", "A Rich Source of Interesting Ideas", "Typographic Ideas from Prague", and "Expressing the Modern Idea in Posters". Its illustrations are startingly beautiful —J. L. M.

DESIRE TO LIVE

JOHN EDWARD ALLEN
Editor "Linotype News"

I would not have my life be one of bliss
Untouched by heart-ache, agony, despair—
A pale, anemic thing. My nightly prayer
Is that with each new day I shall not miss
High venturings, nor undeserve the hiss
Of envious human moles who never dare
To touch off rockets in their souls and flare
Above their deepening grooves.

O grant me this:
That I shall scale Life's peaks, explore its glooms,
Know mountained ecstasies, deep-valleyed pains—
That when my last red sands by Time are sieved
And Fate has struck my sinews from her looms,
I shall have earned three words o'er my remains
Besides was born and died—

"Between he lived!"

MONITORS

A STITCHER, A PERFORATOR, and A PUNCHING MACHINE, all at a price so low that you can no longer afford to send out this class of work.

A deferred payment plan, so liberal that these machines will pay for themselves, will be sent upon request.

Latham Machinery Company

1153 FULTON ST., CHICAGO

New York
461 Eighth Avenue

Philadelphia
Bourse Building

Boston
531 Atlantic Avenue

Challenge Proof Press

The "Old Reliable"

Made in two styles and three sizes, ranging from 9x27 to 27x54 inches

With or Without Stand

A good proof is easily read and makes a good impression.

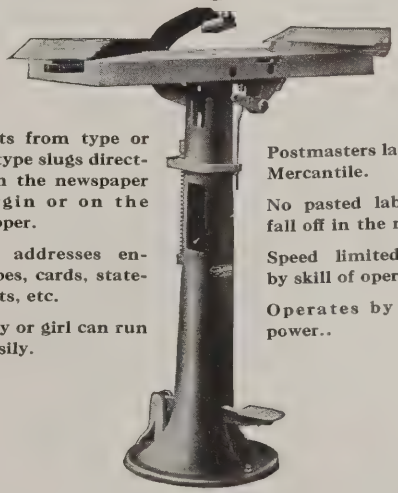
Challenge Proof Presses are built to take good proofs and give the best possible service.

The roller is extra heavy and makes only one revolution from end to end of bed. It is covered with the finest felt blanket. A Proof Roller Handle and Core is furnished with each press.

The presses without stand are made to fasten on any convenient stand or table. Those with stand have a substantial iron frame, and directly beneath the bed is a convenient cabinet with door. Near the bottom is a large shelf for proof paper.

SOLD BY ALL DEALERS IN PRINTERS' SUPPLIES

Mercantile Addressing Machine



Prints from type or linotype slugs directly on the newspaper margin or on the wrapper.

Also addresses envelopes, cards, statements, etc.

A boy or girl can run it easily.

Postmasters laud the Mercantile.

No pasted labels to fall off in the mails.

Speed limited only by skill of operator.

Operates by foot-power..

Uses any size of type or linotype slugs. Galleys hold from 50 to 100 addresses. Being operated by foot power, both hands are free for feeding.

SEND FOR DESCRIPTIVE LITERATURE

THE CHALLENGE MACHINERY CO.

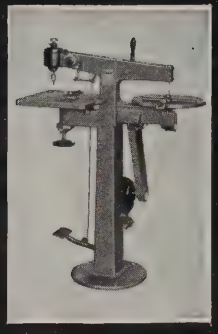
Challenge Creations for Printers

HOME OFFICE AND FACTORY
Grand Haven, Mich., U. S. A.

CHICAGO
17-19 E. Austin Avenue

NEW YORK
220 W. 19th Street

C & G



C & G Trimmiter

C & G Router, Jig-Saw & Type-High

CRAFTSMEN
at the New York Show
learned much that will make them better and more valuable workmen. C&G Tools will be in many more shops now

Designed and Made by

Cheshire & Greenfield Mfg. Co.
182-184 E. Clybourn St., Milwaukee, Wis.

Modernize Your Composing Room
by installing
THE ROCKAWAY
Automatic Spaceband Cleaner

Will save money in time, in spacebands, in matrices. Does better work than can be done by hand and better work than has ever been done before. Cleans bands uniformly. Keeps the sleeves true, helps produce better slugs and cleaner printing. No more "hair-lines", no more crushed matrices.

Machine sent on 10 days trial.
Write for one today

The Rockaway Company
4926 Vliet St., MILWAUKEE, WIS.

ROUND TABLE

ROUSE NEWSPAPER FILE RACKS

H. B. Rouse & Co., Chicago, are showing their latest developments in newspaper file devices, and the Rouse exhibit at the Graphic Arts Expo included them, in addition to their new band saw, the new composing stick, the Rouse page frame, type gauges, "Rouse Forty" lead and rule cutter, the Panameric hand miterer and other products. The floor file rack holds six Rouse files but stands less than desk-high.

Wall Rack to Hold Newspaper Files

Floor Rack for the Rouse Files

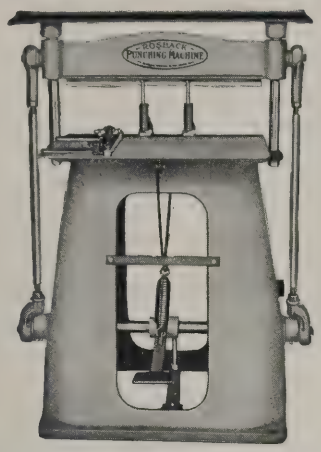
It can be rolled on a rug or any type of floor with ease. The new wall rack is novel in its kind and convenience, the first produced to hold Rouse newspaper files in that manner. The exhibit plans included a showing of the Rouse paper lift on electric power with Rouse press seat attached to feeder's stand. The rotary miterer was shown in operation. Other items are the roller fans and tympan paper holders.

(ED. NOTE—In subsequent issues *"NPJ"* will publish other items and illustrations of "new things for printers and publishers" observed at the Graphic Arts Exposition in New York last month. "NPJ" prefers to follow such a plan of presenting these items, to crowding in a great many in one issue.—J. L. M.)

ADVERTISING : : : PROMOTION

"PREPARING THE PUBLIC" (New York *Journal of Commerce*, Sept. 23.)—"The daily newspapers have begun to prepare the public for a feast of California walnuts this season, plentiful enough to be reasonably priced and good enough to meet the most critical epicure. The New York American the other day printed the picture of Carl Thorpe, general manager of the California Walnut Growers' Associa-

The ROSBACK Pony Six Multiplex Punching Machine



Price of Foot Power With Two Heads - - - $165.00
F. O. B. Factory

This is the Original Combination machine for punching round, open or special shapes of holes, Perforating like Postage Stamps, Round Cornering and Tab Cutting.

Attachments are one piece heads, easily placed in position and takes less than five minutes to make the change.

Two round hole heads complete with punches and dies ARE FURNISHED with the machine.

Other attachments can be purchased at any time.

Built in Foot Power, Belt and Motor Drive Units.

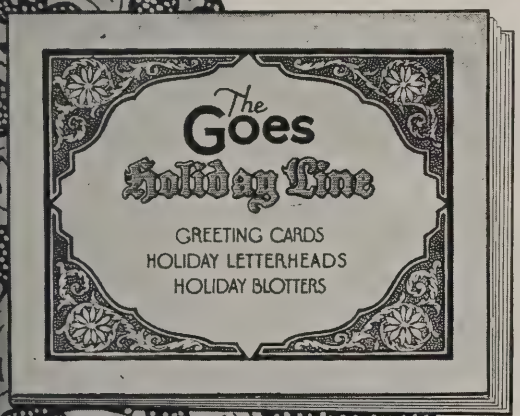
IT GROWS WITH YOUR BUSINESS

MANUFACTURED BY

F. P. ROSBACK COMPANY
BENTON HARBOR, MICHIGAN

Sold by dealers everywhere

Cold Prospect or Warm Friend?



ONE sure way to close a sale is to show your prospect something better, something different, something especially suited to his needs. Nothing else can so hearten your salesmen, nothing else so surely turn cold prospects into warm friends.

With the Goes Holiday Line you *can* turn cold prospects into warm friends. A Goes Holiday Line Portfolio plus a few well chosen sales points will close many an order—make many friends

It is a beautiful line—one that will attract immediate attention. It includes Holiday Letterheads—Greeting Cards—Holiday Blotters—each subject produced by the incomparable Goes Direct Process of Offset Lithography. The samples are arranged in an attractive, convenient Portfolio, size 11 by 14 inches. With each Portfolio is sent a group of 28 pertinent sales and greeting letter suggestions.

Write for this splendid piece of sales equipment today. It will cost you 50c plus postage but it will be worth far more than that amount to you. It will produce orders for you.

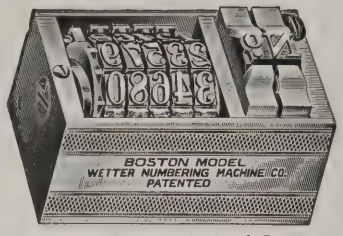
Send, too, for the Goes Calendar Pad Catalog showing our 90 styles of Calendar Pads. Free on request.

GOES LITHOGRAPHING COMPANY
41 WEST 61st STREET CHICAGO, ILLINOIS

3561

WETTER

LOW PLUNGER
Numbering Machines



Can be "locked" in the form the same as type and sometimes with type — enabling you to Number and Print at one operation.

Will enable you to do your numbering quicker.

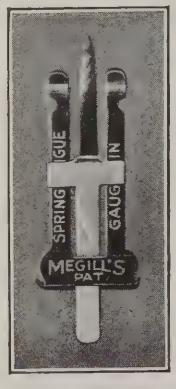
Will prevent your work being seen by competitors.

In every way more satisfactory than sending work out to be numbered.

ALL DEALERS

No 12356
FACSIMILE IMPRESSION

WETTER NUMBERING MACHINE COMPANY
Atlantic Ave. and Logan St. **Brooklyn, N. Y., U. S. A.**



MEGILL'S
GAUGE PINS
for Job Presses

Spring Tongue Gauge Pins, $1.80 doz.
Reg. U. S. Pat. Office.

Always uniform and dependable. We make many styles. Send for illustrated circular.

Sold by reliable dealers or direct.

THE EDWARD L. MEGILL CO.
EST. 1870
761 Atlantic Ave., Brooklyn, N. Y.

THE ROBERT DICK
MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet

The Robert Dick Mailer
137 W. TUPPER ST. BUFFALO, N. Y.

ROUND TABLE

tion, and incidentally mentioned that California will harvest the largest and the best crop in the history of the industry. The crop is valued at $16,000,000. It is planned to secure a great deal of publicity through the daily papers to let the public know that there is a big crop of walnuts and that they can expect the lowest prices in several years. The slogan is 'This Is Walnut Year'."

WINS TROPHY FOR "SELL the CITY" AD-PLAN

At the Denver convention of the Association of Newspaper Advertising Executives, the *Schuman Trophy*, offered for the most constructive report on an advertising success, was awarded to the Milwaukee (Wis.) *Journal*. Its story was as follows:

Spreading Milwaukee's Fame

THE SCHUMAN TROPHY
Courtesy NEA Service, Inc., Cleveland

On the theory that civic interest, like charity, should begin at home, the Milwaukee *Journal* devised a plan by which to "sell" the people of Milwaukee on the merits of their city. That the campaign produced satisfactory results will be seen in the successful drive for industrial promotional funds conducted by the Milwaukee Association of Commerce (later described), and by the fact that after the first 26 pages had been published, the 50 sponsors who paid for the space were so well pleased that enough subscriptions were received by The Journal to continue the series for an additional 26 pages.

"The copy carried well-executed drawings and photographs of Milwaukee parks, the zoo, library, museum, churches, schools and colleges. Manufacturing and business districts and institutions were treated in a similar manner. Good roads and streets, sanitation, health records, amusement and outdoor sport facilities, transportation facilities, financial advantages and institutions, and Milwaukee's beautiful residence sections were written up and illustrated in the series.

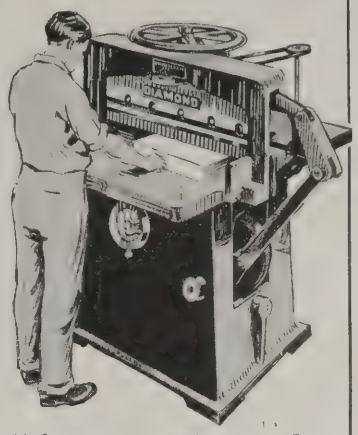
"The cost of the campaign was apportioned equally among 50 subscribers whose names were listed in a panel under the heading, 'Civic Leaders.'

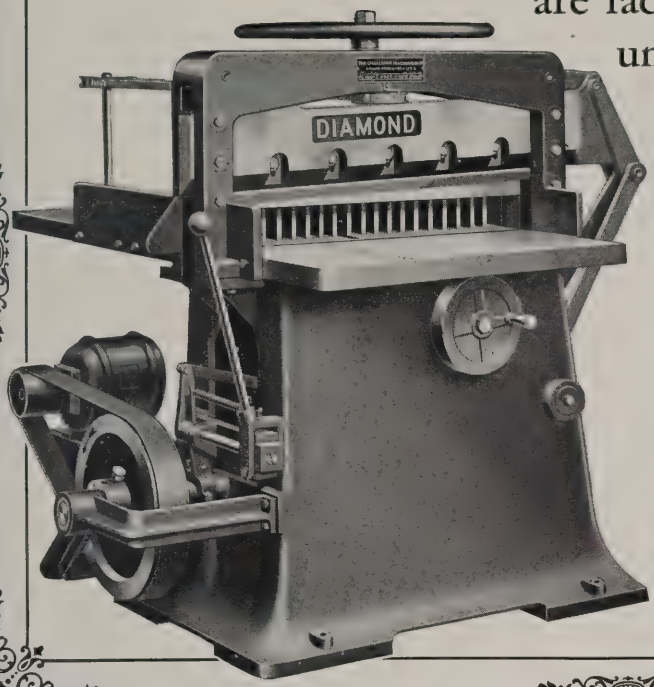
"The copy itself was handled in an inspirational manner. For instance: It was shown that Milwaukee had a certain number of industries which are the largest of their kind in the world. It was shown how these industries contribute to the welfare of every citizen and the city at large by bringing money into Milwaukee from all parts of the world—money for the wage earners, who in turn use it to purchase commodities from Milwaukee merchants and others, thus providing a means of livelihood and profit for a large portion of Milwaukee's citizens.

"Detailed information on the activities of Milwaukee's educational

Diamond Cutters

are factory tested under power





Perhaps very few printers are aware of the fact that every Cutter bearing the well-known "Diamond" name-plate is thoroughly tested by a practical paper cutter operator under printing plant conditions

Send for Illustrated Literature

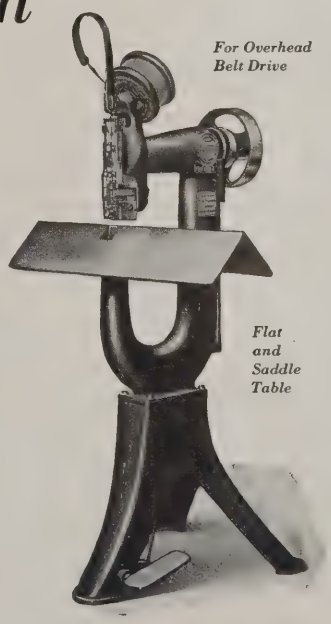
The Challenge Machinery Co.

Chicago — Grand Haven, Mich. — New York

The BOSTON Wire Stitcher No. 2
for High Production

250 *stitches per minute* obtainable on the Boston Wire Stitcher No. 2. When ordered motor equipped, this speed may be reduced by the variable speed controller to about 125 stitches per minute to accommodate work not easily handled. This wide range of speed is possible only on the No. 2 Boston and permits it to meet every requirement of pamphlet and kindred stitching, and other work up to the full maximum rating.

Capacity two sheets to one-fourth inch, flat and saddle table, single adjustment for working parts, friction clutch, four surface cutters, vertical feed



For Overhead Belt Drive

Flat and Saddle Table

The No. 2 and all regular sizes carried in stock by our Selling Houses

American Type Founders Company

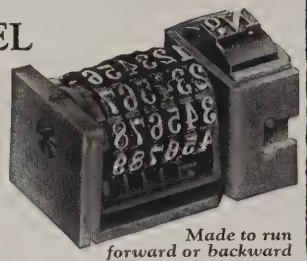
GENERAL SELLING AGENT

Sold also by Barnhart Brothers & Spindler, *all selling houses; in Mexico and South America by* National Paper and Type Company; *in Canada by* Sears Company Canada Limited, *Toronto-Montreal-Winnipeg*

New ALL STEEL

MODEL 64

Precision methods and large production have produced the best value ever offered in a high-grade machine. Has tool steel drop ciphers and solid one-piece plunger. Six wheels **$10**



AMERICAN
Numbering Machine

Made to run forward or backward

100 Other Models for All Presses

AMERICAN NUMBERING MACHINE CO.
224 Shepherd Ave., Brooklyn, N.Y.

Branches
123 West Madison St., Chicago, Ill.
London and Paris

Impression of Figures

No 123456

Carried in Stock by American Type Founders Company and All Printers' Supply Houses

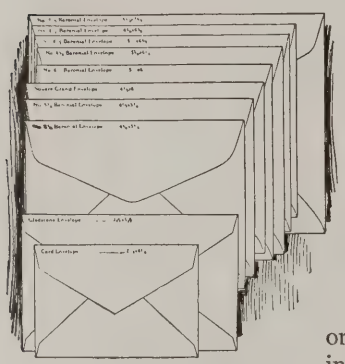
Electrotype Specialists

Experience has taught us how to handle exceptional jobs in halftone and color so that impressions from electrotypes are equal in quality to reproductions from the original engravings.

We are serving and satisfying a growing clientele with Lead Mould Electrotypes and Nickeltypes of precision and exactness for their particular work.

Badger Electrotype Co.
129-135 Michigan St., Milwaukee, Wis.

"Special" Envelopes That Are No Longer "Special"



THE Western States idea of envelope service is that there ought to be a very few special made-to-order sizes. Many sizes, grades and styles that other manufacturers call "made-to-special-order" are regularly stocked in our line of 585 items.

FOR IMMEDIATE DELIVERIES

A perpetual stock of 10,000,000 envelopes—a more complete stock by far than you will find anywhere, Baronials, Gladstone size, Card, Bankers' Flap Envelopes and other not-so-widely-used kinds, as well as all standard grades and sizes in Commercial and Catalogue Envelopes, are made and regularly stocked by us for immediate shipment.

Get the Newest Western States Price List No. 26

W-Notched Under Flap Reg U.S. Trade Mark
We Protect the Trade
Western States Envelope Co. Milwaukee Wisconsin
Makers of Guaranteed "Sure Stock" Envelopes for Printers and Lithographers

ROUND TABLE

institutions and churches, its library, museum and parks, and the benefits derived by Milwaukeeans from these institutions were featured in a number of pages.

"The entire series was aimed at creating, in the minds of the readers, a feeling of confidence in Milwaukee and its institutions; to make people feel satisfied with their citizenship. It was hoped to accomplish two things by this, namely:

1. To reduce the migration of people to other localities, and
2. To encourage Milwaukeeans to invest their money in Milwaukee property, or enterprises.

"That the campaign succeeded in both seems evident from the fact that Milwaukee's population shows an enormous increase and that its building record exceeds, by far, that of any other period in its history. Since the campaign started running, Milwaukee has added a two million dollar hotel, several other hotels in the half-million or more class, several new bank buildings, a half-million dollar college for girls, a million dollar fraternal clubhouse, and numerous apartment houses, office and store buildings, and additions to industrial and business institutions. Thousands of lots have been sold in new residence and business sections, and where only a year ago cow pastures held undisputed sway there are now rows upon rows of bungalows, duplexes and stores, owned largely by peoples who had not owned a penny's worth of property in Milwaukee's corporate limits a year ago.

"So readily did commercial leaders see the advantages of the undertaking that the 50 subscribers were secured by interviewing less than 100 people.

"Perhaps the most remarkable result of the campaign lies in the fact that the merchants and manufacturers themselves were so thoroughly sold on Milwaukee's advantages that the Association of Commerce raised a sum of $300,000 to be used for the purpose of spreading the news of Milwaukee's advantages to all parts of the world with a view of inducing other industries to locate here. This sum was raised by popular subscription and the ready response of the subscribers to an undertaking which had never been considered before, indicates how thoroughly the people are sold on Milwaukee."

MAKE IT EASIER FOR NATIONAL ADVERTISERS—H. Z. Mitchell, Bemidji (Minn.) *Pioneer*, of the N. E. A. Advertising Committee:

"Make sure that the name of your paper, the name of your town and state and the date of issue appear at the top of EVERY page in each issue.

"Note carefully when receiving an order for foreign advertising how the agency wishes the checking copies and invoices sent. THEN DO AS THEY REQUEST.

"A safe rule to follow is to send tear sheets and invoice at the end of each month in an envelope under first class postage. This enables the publisher to check his tear sheets with the invoice and renders fairly safe the probability of the sheets and invoice reaching the agency.

"Use the STANDARD INVOICE suggested by the National Editorial Association and endorsed by the National Association of Field Secretaries. If you prefer to use your own invoice be sure that it contains the date of each advertisement, the caption, the measurement, the name of client and the gross rate.

"Never send complete copies of the paper unless requested and do not send issues which do not contain an advertisement in which the agency is interested. Very few agencies wish their names kept on the mailing list.

"Prepare a standard rate card and see that the agencies are supplied with them. Keep this rate card up to date if any change is made in rates.

"Keep in touch and carefully follow out the suggestions made by the National Editorial Association and the Field Secretaries for an improvement of service. These suggestions are made after careful investigation and surveys.

"It is suggested that if an expiration date for cash discount is carried on the invoice that it be made not earlier than the 20th of the month. The 10th or even the 15th does not allow time enough for the invoice and checking copies to be received and gone over."

SELLING : : : : : JOB WORK

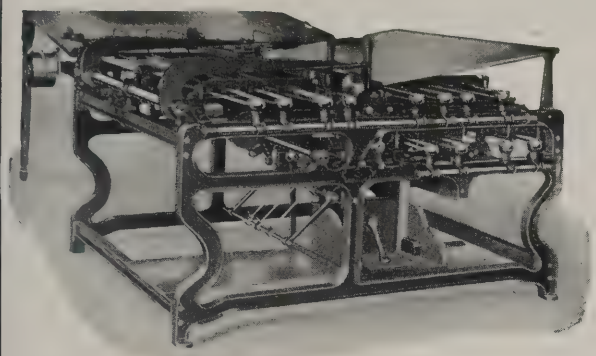
SOMETHING FOR COMMERCIAL PRINTERS

PRINTING, New York: "There is no comparison between the printing industry and the business of photography. In size and importance the latter compares to the former as a mouse does to an elephant. But listen. The daily newspapers reported, a short time ago, that the photographers, through their associations, are raising a fund of two million dollars to finance an advertising campaign to make the American public more 'photograph-conscious' and to increase the association membership. In New York, the Employing Printers' Association has trouble raising a few thousand. The paint manufacturers, the coffee growers, the florists, and many other groups have found it possible to raise big funds, and spend them effectively, in developing old markets and creating new ones. Yet there is no field in which the response to creative effort is more keen, and profitable, than that in which printers work. Why the inability to raise the fund?"

NEWSPAPER: JOB PRINTER CALLS 'EM

ARVADA (Colo.) *Enterprise*: "There has recently been an influx of out-of-town printing come into Arvada. It was work taken out of

Fold Your Newspaper, also Books, Circulars, Magazines and Other Job Work



with a

MENTGES NO. 2

Newspaper and Periodical Folding Machine

The experience of the Canton Publishing Company as stated in this letter ⟶ substantiates our claim that the Mentges No. 2 Machine is truly a Combination Newspaper and Job Folding Machine.

The Mentges Folder Co., Sidney, Ohio.

Gentlemen:--''We run four weekly papers, two six column and two seven column, besides which we put practically all of our job folding on the Mentges.

We have in the past year run eleven different book jobs of over one hundred and sixty pages each, with accurate register.''

Canton Publishing Company,
Canton, Mass.

Write for full particulars today

The Mentges Folder Co. - - - Sidney, Ohio

Builders of Profitable Folding Machinery

FOR IMMEDIATE SHIPMENT AT ALL SELLING HOUSES

Printing Machinery and Supplies

American Type Founders Company

Boston, Mass.
New York City
Philadelphia, Pa.
Richmond, Va.
Baltimore, Md.

Buffalo, N. Y.
Pittsburgh, Pa.
Cleveland, Ohio
Cincinnati, Ohio
Atlanta, Ga.
Detroit, Mich.

Chicago, Ill.
St. Louis, Mo.
Milwaukee, Wis.
Minneapolis, Minn.
Kansas City, Mo.
Des Moines, Iowa

Denver, Colo.
Portland, Ore.
San Francisco, Cal.
Spokane, Wash.
Los Angeles, Cal.

Chandler & Price Presses
C. & P. Craftsman and Auto Clamp Power Cutters
Colt's Armory Presses
Cutters and Creasers
Boston Wire Stitchers
Boston Staple Binders
Challenge Machinery Co. Products
Lee Two-Revolution Press
Diamond Power Cutters
Hamilton Manufacturing Co. Wood and Steel Equipment
Kelly Automatic Presses
F. P. Rosback Co. Products
H. B. Rouse & Co. Products
Type, Borders and Ornaments
Metal Leads and Slugs
Brass Rule and Metal Furniture
Potter and Poco Proof Presses
Vandercook Proof Presses
Southworth Machine Co. Products

SET IN GOUDY EXTRABOLD AND ITALIC TEAGUE BORDERS

VANDERCOOK
RIGID BED
PROOF PRESSES
Discovers press holding causes before the form reaches the production press
Turns press holding losses into production PROFITS
A Special Model for Every Purpose. Ask for Catalog.
VANDERCOOK & SONS,
Originators of the modern proof press.
1716-24 W. Austin Ave., - - - CHICAGO.

MILLER SAW-TRIMMER CO.

Miller Automatic Feeders
Miller "High-Speed" Presses
Miller Craftsman Units
Miller Ideal Units
Miller Saw-Trimmers
Liberty Folders

C. & P. Gordon Presses
C. & P. Lever Cutters
C. & P. Power Cutters
Advance Lever Cutters
Diamond Power Cutters
National Power Cutters

Write for Descriptive Matter, Prices and Terms

Main Office and Factory, Pittsburgh, Pa.

Branches:

Atlanta, Boston, Chicago, Dallas, Detroit, Los Angeles, Minneapolis, New York, Philadelphia, San Francisco

New
FORREST HOTEL
49th Street just West of Broadway
Adjoining the Forrest Theatre
NEW YORK

A recent addition to New York's new hotels; in the heart of the theatre and business district and within easy access to all transportation lines.

The Forrest offers beautifully furnished and sunny rooms; circulating ice water; restaurant at moderate prices.

300 Rooms (each with bath and shower)
$3 Upwards
Large Garage opposite Hotel

Booklet with map sent upon request

WM. F. THOMANN
Manager

ROUND TABLE

town because of cheap price—and the work proves the theory that you only get in printing or anything else just what you pay for.

"We have about lost our placid disposition over being accused of doing some of the sloppy error-full work of Denver printers.

"We have come to the end of the road. We are going to retaliate!

"Every job going out of the *Enterprise* shop will carry the label 'printed in Arvada'.

"On rough work, such as handbills, it will be used on practically every job, and on finer work the decision of the customer will govern.

"No more will we have to defend the quality of our work, especially on 'throwaway' jobs.

"Printing in Arvada may cost more than it does in Denver. But it will not if the same high quality and the same service is received.

"The words 'Printed in Arvada' is a new trademark. It means flatly that merchants begging for home business 'because we live here' will be up against it in explaining their failure to do their own trading at home if the new imprint is not on their circulars."

OFFICE MANAGERS ARE STUDYING, TOO

American Stationer & Office Manager: "At the _ _ _Life Insurance Co., it is reported that a study of the costs of printing forms revealed that in one instance the printer was using a stock that cost fourteen cents a pound for a temporary form that was used once and then thrown away. Upon investigation it was found that a stock costing five cents a pound would suffice. A survey of the appropriate grade of paper to be used for all forms in the organization revealed that 75 per cent of them could be printed on a good grade of sulphite bond. This careful selection of paper meant a saving of $4,000 in one year on one class of work alone."

HOW TO REALLY SELL GOOD PRINTING

Printed Salesmanship: "I would sell printing by showing the effects of it: the great stores that it has built, the fortunes that it has made, the merchants and manufacturers whom it has made rich and famous.

"No other trade has made so many fortunes for other people as printing. So, I would not talk of my type and my presses and my prices. I would talk of what printing has done and what it can do.

"Salesmanship is necessary because people do not know their own interests. They need to be told. They need to be instructed as to what to buy.

"Thousands of business men still look upon printing as an expense that must be kept down. They need to be told that it makes dividends, that it is the quickest and cheapets short-cut to business success.

"Thousands of families need to be told about home comfort and recreation and travel and the social value of good clothes. Their standard of living must be raised. To do this is the very nature of true salesmanship.

"In fact, when you come to think of it, salesmanship is altruistic, and the more altruistic you make it, the more profitable it is.

"It creates new and better national habits. It cheapens the goods without impairing the quality. It opens up new markets and holds those markets against outside competition.

"No buyer need be on his guard against salesmanship of the right kind. He need not be afraid that he will be gassed and plundered. Once convince a buyer that you are thinking of his interests as well as your own, and he will have no 'buyer resistance'."

BETTER NEWSPAPERS ARE NOT ALARMED

Louis Wiley, New York (N. Y.) *Times*: "The better newspapers, far from being 'alarmed by their (the tabloids) mushroom growth' are in a stronger position than ever in circulation and advertising. The only newspapers to be alarmed are those which have offered their readers almost the same kind of journalism. They alone will feel the competition of the newcomers which do their task in a way which we will will not call better, but more energetic."

STATEMENT of ownership National Printer-Journalist (Published monthly at Milwaukee, Wis.) as of October 1, 1927 Management. Publisher, H. A. Apple, 588 Menlo Blvd.; Editor, H. A. Apple, 588 Menlo Blvd.; Managing Editor, John L. Meyer, 1157 Murray Ave.; Business Manager, P. C. Treviranus, 1041 Maryland Ave.; Advertising Manager, F. L. Goulston, 1389 Downer Ave., Ownership Trade Press Publishing Co., Inc., List of stockholders holding 1% or more; H. A. Apple, 588 Menlo Blvd., Milwaukee, Wis.; R. M. Apple, 588 Menlo Blvd., Milwaukee, Wis.; F. L. Goulston, 1389 Downer Ave., Milwaukee, Wis.; P. C. Treviranus, 1041 Maryland Ave., Milwaukee, Wis. Known bond holders, mortgagees, etc., None. To the best of my knowledge and belief the above is a true statement of ownership, management, etc., as required by the act of August 24, 1912. P. C. Treviranus, Business Manager. Sworn and subscribed before me this 26th day of September, 1927. B. H. Boettcher, Notary Public. My Commission expires March 15, 1931.

National Printer Journalist

Volume 45 Number 11

LIBRARY
om this room

November 1927

5 cents
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2 a year

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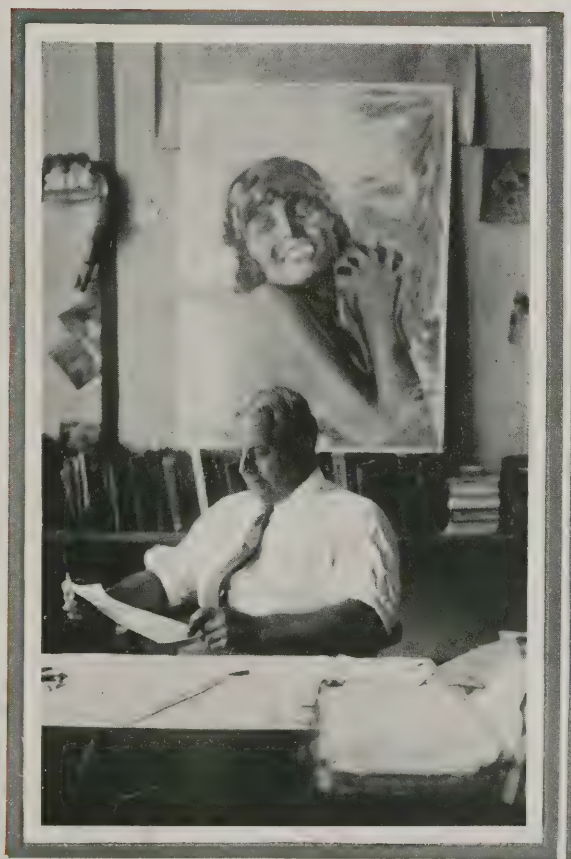


The S. S.*
of the
HERALD
(Fridays)
CLAREMONT,
Virginia

A. K. Clevenger
"Navigator"

*S. S.—
Sanctum
Sanctorum
or, Private Office

blisher:Printer Experience Exchange

Published Monthly by TRADE PRESS PUBLISHING CO., 129-135 E. Michigan St., Milwaukee, Wis.
Entered as Second Class Matter Milwaukee, Wis., Jan. 30, 1922, under act of Congress, March 3, 1879.

NEWS

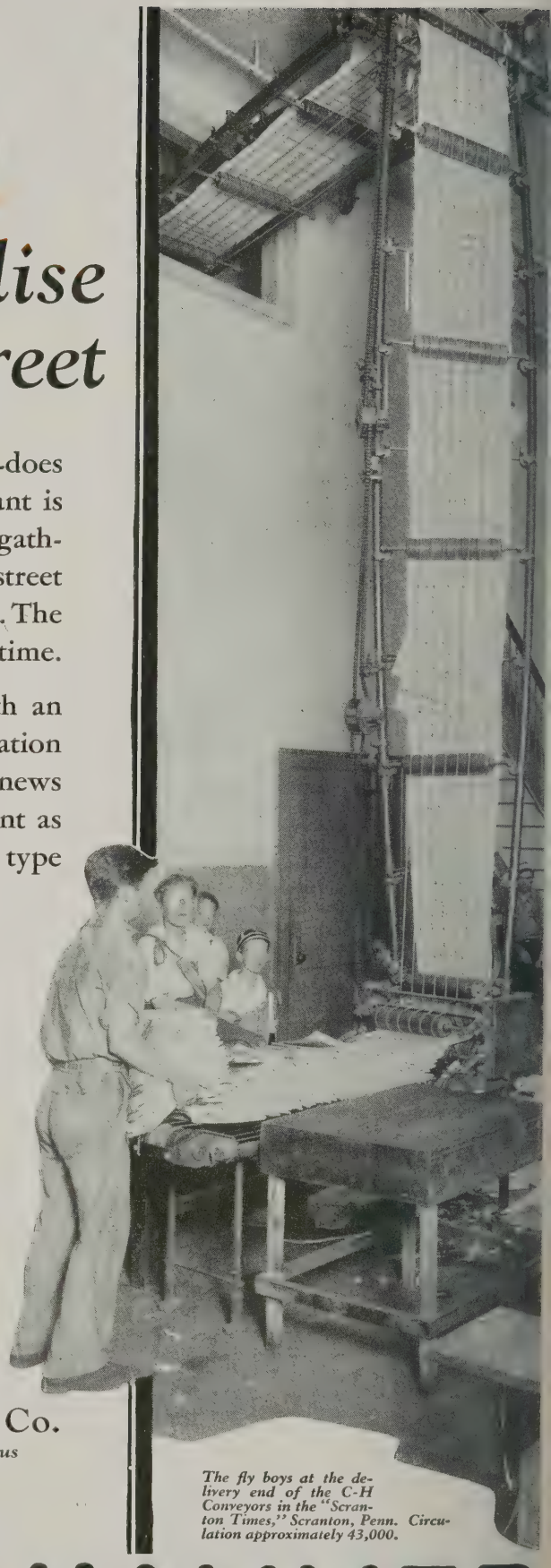
isn't merchandise 'til it's on the street

NOT 'til the sheet is on the stands—does news have value. News in the plant is a liability—represents expenditures for gathering and preparation. News on the street is salable merchandise—*if it's really news.* The *value* of news rapidly depreciates with time.

The up-to-the-minute newspaper with an eye on prestige, ad lineage and circulation knows that facilities for getting out news while it's still news are just as important as the organization for securing it. In this type of plant you will find Cutler-Hammer Conveyors.

Right off the presses these conveyors bring the papers in a steady stream directly to the delivery tables. No waiting batches—no traffic problem in the plant aisles—just swift dispatch to waiting trucks and wagons.

C-H Conveyors can readily be installed in any newspaper plant without changing plant layout or involving alterations. Ask our engineers.



The fly boys at the delivery end of the C-H Conveyors in the "Scranton Times," Scranton, Penn. Circulation approximately 43,000.

The CUTLER-HAMMER Mfg. Co.
Pioneer Manufacturers of Electric Control Apparatus
1223 St. Paul Avenue
MILWAUKEE, WISCONSIN

CUTLER C-H HAMMER

Newspaper Conveyors

National Printer Journalist
(Copyrighted)

Established 1883 as The Printer and Publisher
Published Monthly by TRADE PRESS PUBLISHING CO., 129-135 E. Michigan St., Milwaukee, Wis.
H. A. APPLE, Publisher and Editor
F. L. GOULSTON, Advertising Manager PAUL C. TREVIRANUS, Business Manager
Branch Offices in Leading Cities:
CHICAGO—L. M. Carroll, 743 Webster Bldg. NEW YORK CITY—C. M. Garrett, 299 Madison Ave.
DETROIT—D. L. Prouty, 507 Hofman Bldg. ST. LOUIS—C. A. Schulenburg, 509 Security Bldg.

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JOHN L. MEYER
Managing Editor, "NPJ"
Associated Staff
H. J. LARKIN, E. C. KRATSCH
GEO. A. JUST

Vol. 45 Milwaukee, Wis., November, 1927 No. 11

CLIMAXES LONG COMMUNITY SERVICE RECORD WITH SILVER SCREEN SUCCESS

OR, The STORY OF A PUBLISHER NOT AFRAID of IDEALS

Some of the Methods Used by Minnesota "Builder"

By JOHN L. MEYER

IT DOES happen! This story will tell of another, and an outstanding instance where a small boy, left to shift for himself at something like 12 years, when his father passes away, gets a job in a newspaper and printing shop, works up through every department and cranny of the business, eventually helps make it grow into a newspaper property of wide-spread importance and influence—and in the meanwhile becomes the sole and total owner of it. And, he remains a boy in enthusiasm and unselfed interest.

That such a man is bound to be full up with valuable experience goes without saying. He is, too, likely to be glad to give the benefit of it to others in the newspaper:printing business, yet finds it difficult to do so. Having steadily, slowly grown up in the business, it all seems so non-unusual; what is there to tell? I had "an awful time" with this man, trying to get at his methods and experiences, to make a typical *"NPJ"* article. He'd keep telling me he hasn't anything worth printing in such a magazine as *"NPJ"* filled with worthwhile things that publishers can adopt or adapt.

FRED SCHILPLIN
PUBLISHER-OWNER, ST. CLOUD (MINN.) TIMES

FRED SCHILPLIN, publisher and printer, St. Cloud, Minn.,—as he styles himself—is the subject of this story. He is the editor, owner and publisher of the St. Cloud *Daily Times*. The office and plant family motto is this: *"If it isn't true it isn't news."* There is no feather-stitching on it, nor any red roses, nor any hand-carved frame. Like the paper, it is sixty-six years old, and it has kept well.

Yes, news is what *you* haven't heard, if it's true and if it is worthwhile. It may be about an occurrence, a statement or speech, or a *method or experience*, a success or a failure that teaches something useful. And, always if it isn't true, if it gives the wrong slant, if it is overdrawn, it is *not* news. However : :

The St. Cloud *Daily Times* celebrated its Sixty-fifth Anniversary not so long ago by installing a new 24-page press and issuing a 112-page *Achievement Edition*, successfully demonstrating a new method of newspaper and community promotion

WORLD'S SERIES DAYS at the ST. CLOUD TIMES
Radio Amplifiers Gave a Play-by-Play Report

which should be of exceptional interest to all printer:journalists.

While the *Times* staff was engaged in the work of getting out the achievement edition the thought occurred to the publisher that only a limited number of the 52,000 copies that were published and distributed could ever be read in their entirety. He, therefore conceived the idea of making a moving picture which would tell on the silver screen the story that was told in the edition, which gave the history of St. Cloud and Central Minnesota, from the time of the pioneers with their covered wagons and Red River carts down to the present paved highways with their automobiles, trucks and motor busses. The scenario was written and the Ray-Bell Films, Inc. commissioned to make the picture which was entitled (by the publisher) *The Chronicle of Time.* While conceived originally as purely a promotion for the *Times,* the picture actually developed into a community promotion, and its success and popularity is due to the fact that it was made not so much as an advertisement for the *Times* as an historical and educational record of the community which has been served for sixty-six years by the *Times.*

The picture by way of a prologue portrays the appearance of the pioneers on the frontier and shows the development of the country and important events in its progress through news stories taken from the paper. It also portrays the development of the newspaper itself and shows the successive stages of printing a newspaper from a Washington Hand Press to a modern Rotary Press. There is located at St. Cloud the Watab Paper Company and the manufacture of news print is shown in detail in one full reel from a spruce log to the finished roll, and then the roll of paper is followed through the *Times* plant exactly as it is manufactured into a modern newspaper.

STEARNS County is the first in dairy products in Minnesota and to this one full reel of the picture is devoted. Typical dairy herds of pure bred cattle are shown, which permits the introduction of fine farm views and many beautiful country scenes.

Another reel of *The Chronicle of Time* minutely describes the quarrying and manufacturing of granite, because St. Cloud is the second largest granite producing center in the world. This reel afforded an introduction of many stately buildings and beautiful mausoleums and monuments, all products of St. Cloud quarries.

Special attention is also given to St. Cloud as an educational and medical center by portraying in an interesting manner its educational and hospital facilities.

More than 20,000 feet of film were taken but these were edited and boiled down to four reels which makes the picture run about thirty-five minutes. The picture was completed in time to be shown to a gathering of Northwest publishers who were guests of the *Times* at a banquet celebrating its sixty-fifth anniversary coincident with the issuing of its 112-page *Achievement Edition.* Since then the picture has been shown more than one hundred times before newspaper associations, community clubs, teachers' institutes, etc.

THE picture has been used successfully in building circulation in the communities served by the *Times.* Last spring the *Times* put on a series of "Alfalfa Day" meetings to create interest in the raising of alfalfa. Some thirty-five meetings were held in practically all of the towns that are served by *Times* circulation and an alfalfa expert, C. R. Hutcheson was engaged to lecture on the planting and growing of alfalfa. This campaign proved a great success because the preceding year there had been a decided shortage of feed for the dairy herds in Stearns County owing to a short hay crop. As a result thousands of acres of alfalfa were planted by Stearns County dairy farmers.

"While the picture cost over $3,500 to produce," said Mr. Schilplin, "I feel that it is the best investment that I ever made because it has resulted in building good will for the *Times* better than anything that I have ever attempted. This is due to the fact that we tried in our film not to make it a purely industrial picture but sought to make it educational and historical. As a result we booked the picture for a run of six weeks in Wisconsin towns where it will be shown before teachers' institutes and community clubs, and for other similar uses." *The Chronical of Time* has been shown in ten different states since its production. It has been as far south as West Virginia, as far east as Dayton, Ohio, and as far west as Nebraska.

INCIDENTALLY the picture was the means of bringing to the *Times* plant one of the biggest printing contracts ever let in St. Cloud. Soon after its production it was shown before a group of Minneapolis business men and advertising agents. One of these

LAST, : : But NOT LEAST

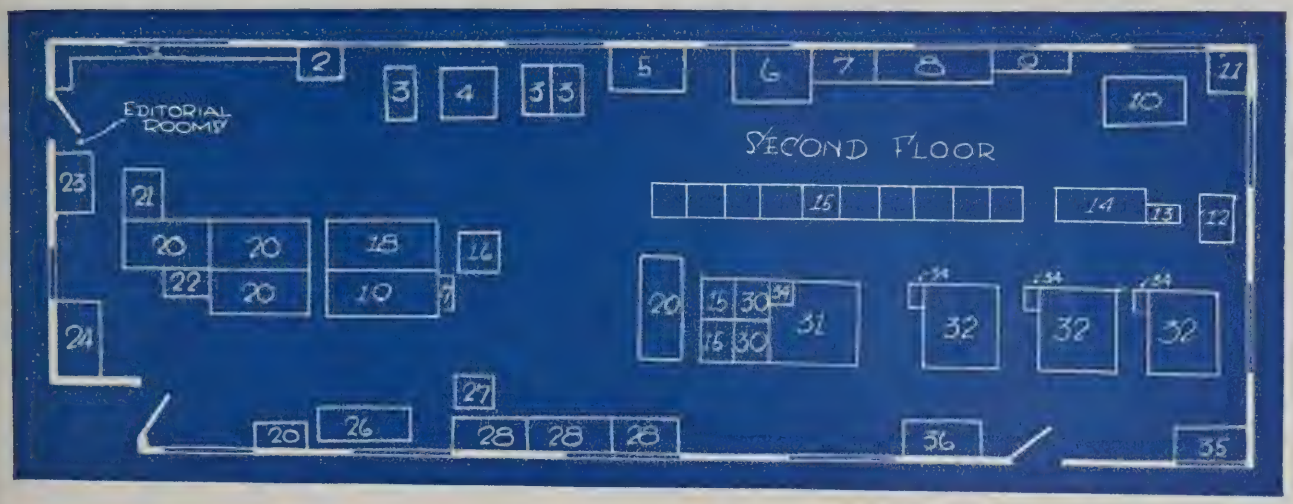
The "NPJ" Round-Table

"MAKE the cook's heart happy" this month, Mr. & Mrs. Reader of *"NPJ",* and taste the ROUND-TABLE offerings in this issue with a little more than ordinary attention.

WILL BE glad to know how you like this "food for thought" with just a bit of a new flavor and trimmings.

USE the ROUND-TABLE department —the cream of ideas from readers, exchanges, *et al.,* and contribute something for the next issues.—J. L. M.

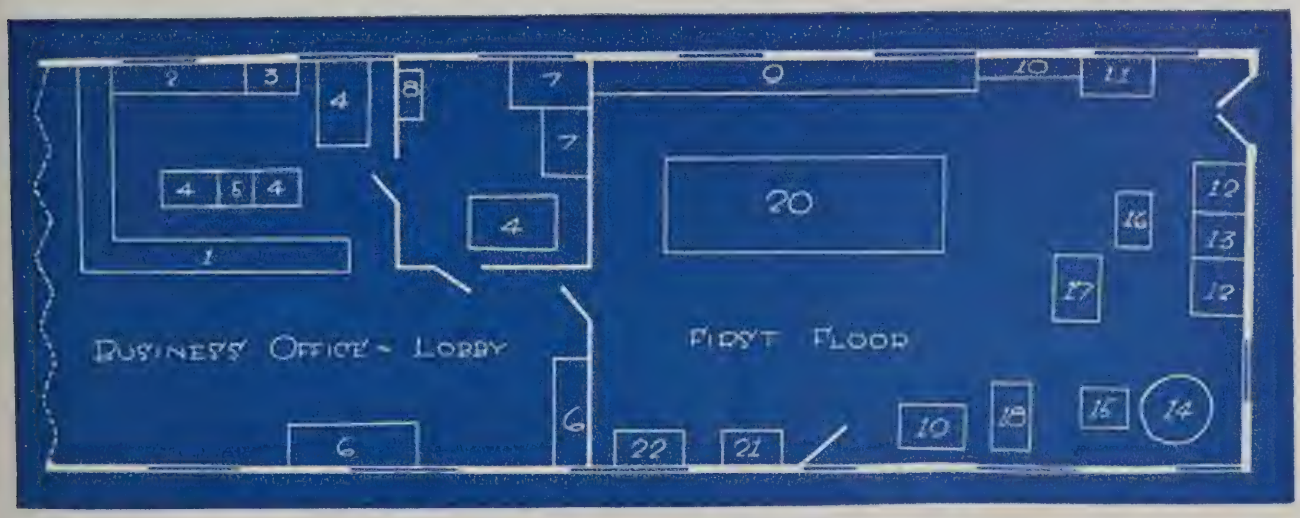
ORDERLY ROUTINE SET UP FOR MECHANICAL DIVISIONS



COMPOSING ROOM LAYOUT of the ST. CLOUD (Minn.) DAILY TIMES

—Drawing and Key Furnished by the Publisher—

1—Clothes' Hangers
2—Copy Baskets (First to Second Floors)
3—Ludlow Cabinets
4—Ludlow Typecaster
5—Foreman's Desk
6—Stone
7—Hamilton Steel Storage Table with full-sized Letterboards
8—Foreign Advertising Storage
9—Dummy Elevator (Basement, First and Second Floors)
10—Hoe Matrix Roller (Dry)
11—Humified Mat Cabinet; Underlays
12—Proofreaders' Desk
13—Proof Press
14—News Dump
15—Turtles
16—Miller Saw-trimmer, with Tool Cabinet
17—Rack for Metal Bases
18—Hamilton Steel Assembling Table; with full-length Overhead Lead, Slug and Border Racks; full-size Letterboard one side, and Galley Storage on other side; misc. storage in center
19—Stone
20—Type Cabinets
21—Advertisers' Cut Cabinet
22—News Electro and Halftone Cabinet
23—Foreign Advertising Mat Storage
24—Misc. Filing Cabinet
25—Cincinnati Time Recorder Clock
26—Washington Hand Press
27—Wesel Stereotype Saw
28—Misc. Storage Cabinet
29—Stone
30—Hamilton Matrix Storage Cabinet
31—Model 14 Linotype (Ads)
32—Model 8 Linotype
33—Model 5 Linotype
34—Copy Bench
35—Machinist's Bench
36—Sink.



TIMES' BUSINESS OFFICE and PRESS & STEREOTYPE DEPARTMENT

—Roomy, Dry and Well-Lighted Basement Provides Paper Storage, Etc.—

Business Office

1—Counter
2—Desk
3—Filing Cabinets
4—Telephone Switchboard
6—Cabinet
7—Radio
8—Piano, Made Variously, Constantly useful.

Press & Stereo. Dept.

9—Mailing Tables
10—Elevator (Second Floor and Basement)
11—Press Motor
12—Matrix Preparing Table
13—Wood Matrix Scorcher
14, 15, 16, 17, 18—Hoe Melting Pot, Curved Plate Caster, Flat Caster, Chiseling Block, and Plate Trimmer
19—Hoe 24-page, 3 Deck Press
21—Machinists' Bench
22—Work Table

"NPJ ART in NEWSPAPER-MAKING" CAMPAIGN & TROPHY : :

TWO MORE VIEWS FROM EXPERTS

E. F. Tucker, Managing Director, Iowa Press Association

IN a recent issue of NATIONAL PRINTER-JOURNALIST, my attention was attracted to a communication from Mr. James E. Bennett, president of the Babcock Printing Press Manufacturing Co., complimenting NATIONAL PRINTER-JOURNALIST for the promotion of the *NPJ Newspaper Production Contest,* in which the first reward was made to the Montevideo (Minn.) *News.*

"I agree, perfectly, with Mr. Bennett when he says the '*NPJ Newspaper Production Contest* was one of the most important steps taken in recent years toward the goal of newspaper typographical perfection.' I have often asked this question: why will a publisher put in hours and days soliciting advertising, preparing the copy, setting the type, taking proofs, correcting, placing in the forms, spend time in gathering news, writing news stories, getting up correspondence, and do all the hundred and one things necessary to the getting a newspaper ready for the press, *and then tolerate poor make-up and even worse press work?* Why, after working hard to get ad copy in shape will he tolerate a compositor who insists on making a 'horse-bill' from what should be a millinery shop ad? Why will he tolerate a column rule from 6 to 12 points below the column, when it should join the head-rule flush? Why will he pay no attention to a make-up man who in the run-over places a break-line at the top of column?

"Then the matter of press work. Rollers used year in and year out; in cold weather set them up against a pot-bellied stove to soften them, and in hot weather soak them in glycerine to keep them from melting. Why not two sets of rollers, Winter and Summer?

"How little attention many publishers pay to the ink fountain on their press, and when the edition is run, there appears a streak of light and a streak of dark, reminding one of a strip of bacon. Why use a print paper that when exposed to the sun for a few minutes turns the color of weather-exposed straw?

"Will some publishers ever learn that the *appearance* of his paper has much to do in the securing of more and better paid patronage? There are too many papers who follow the slogan *get-it-out-regardless. A well regulated printing office is like a jeweler's advertising clock—people set their watches by it.* A country weekly, no matter how isolated, that contains well composed ads, that is well made-up, well edited and well printed, will command the attention of the reader, and the advertiser, be he local or foreign.

"The '*NPJ Campaign for better Newspaper Production*' is a most laudable one, and should cause an awakening among the publishers all over the land."

—O. H. Kepley, Sales Manager, H. B. Rouse & Co.—

I HAVE been holding your letter in which you ask me to comment on the attitude taken by the NATIONAL PRINTER-JOURNALIST in relation to improving the appearance of newspapers. You deserve a sincere answer to that letter because you yourself are setting a wonderful example in the general make-up and completed appearance of the NATIONAL PRINTER-JOURNALIST. You are one doctor who takes his own medicine.

"In my estimation, there is nothing that could be done that would be more beneficial for newspaper owners in general than to stimulate an increased interest in better typography and cleaner press work.

"As you know, I ran several country newspapers back in the days when artistic composition was a matter of jumbled type faces, hand made ornaments and most usually crude attempts at real art work. Comparing the very best newspapers of those days with the average papers today, the improvement is remarkable. Nevertheless there is room for enormous improvement yet. In my estimation the outstanding problem of the newspaper publisher, who wants an artistic publication, is the education of the advertisers to the point that they will be willing to *pay for white space.* Every publisher has a few advertisers who attempt to *crowd* every inch of type matter that is possible into the space paid for. One or two such advertisers in any publication, practically ruin the appearance of the paper. : : :

"Is it possible for the newspaper publishers of this country to get together and put on an educational campaign that will forever put an end to this practice of *crowding* ads? Perhaps your good publication could be the means of agitating this matter."

(TO BE CONTINUED IN FURTHER ISSUES OF "NPJ")

was the publisher of the Minneapolis *Shopping News* and when local facilities were no longer available for publishing his paper he contracted for his printing in the plant of the St. Cloud *Times.* As a result a night crew turned out this publication at the St. Cloud *Times* plant, the edition running regularly twelve pages, 125,000 copies each week.

The *Times* keeps abreast of the promotional advantages the picture gives it. Mr. Schilplin said: "We have always plowed back into the paper its profits for the purpose of building along progressive lines an institution of public service." Sounds a little high-faluting, but analyze it: It contains barrels of horse sense.

Realizing that the greatest industry in its territory is agriculture, the *Times* devotes daily a large share of its space to news of special interest to farmers and each week publishes from one to two full pages devoted exclusively to *Farm Life.*

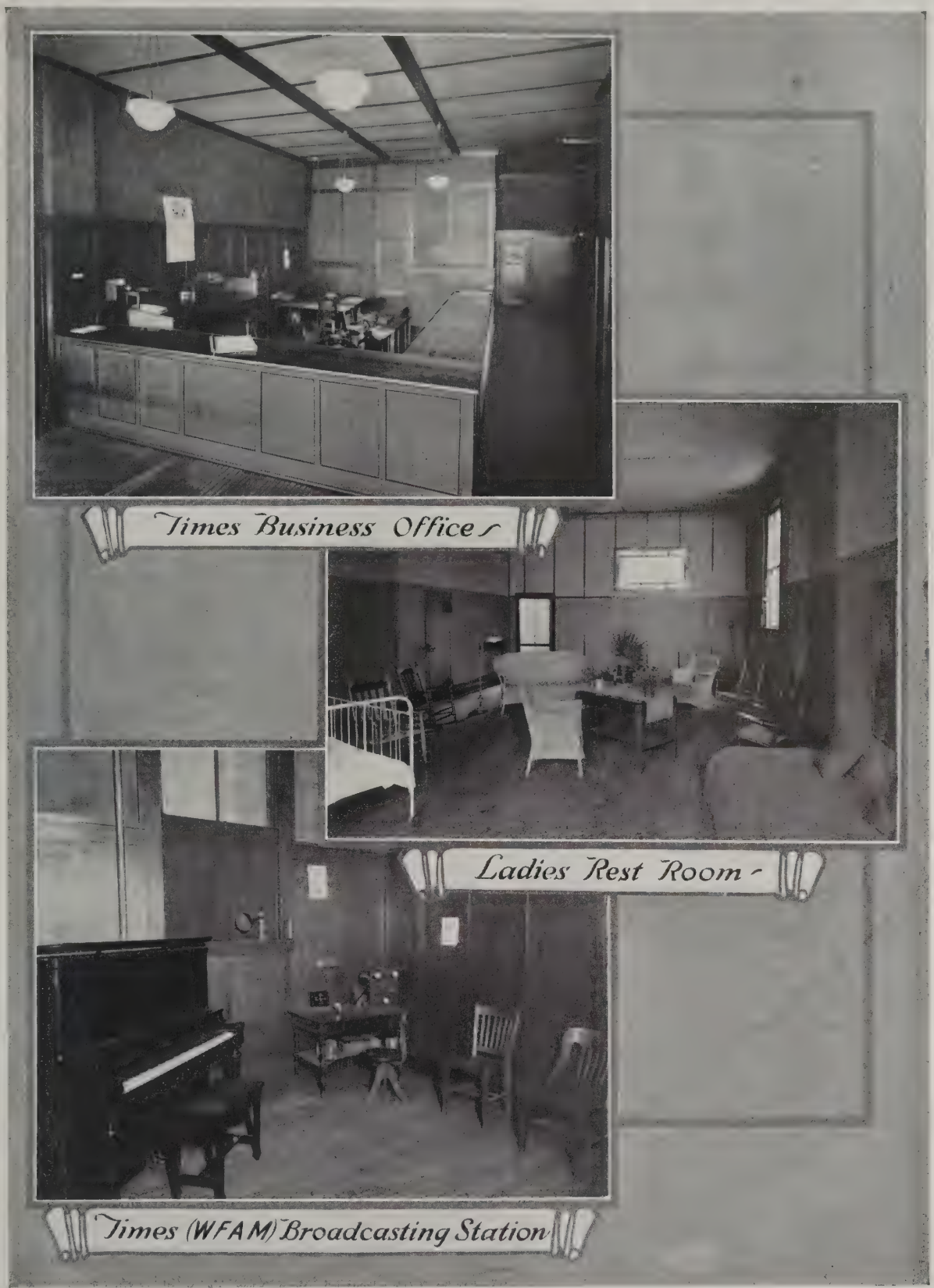
This special attention to farm news is supplemented by a radio phone broadcasting station (*WFAM*) one of the first installed in the State and advertised as the only *newspaper* broadcasting station in Minnesota. From this station are broadcasted markets and weather predictions for the farmer and entertainment programs in the evening. Radio news is featured in the paper, and markets of interest to farmers.

In the *Times* building there is a fine rest room for farmers' families visiting St. Cloud.

MR. Schilplin's father was Lieut. Frederick Schilplin, who earned high honors in the war of 1861-5. He was every inch a soldier, and romantic besides. He could speak many languages and had his education in the best schools of Switzerland, his native land. He died when Fred was 12. He had hoped the boy would become a newspaper man. C. F. MacDonald, editor of the St. Cloud *Times,* gave Fred a job. The rest you know. The first wages were $2.50 a week. Yet, as Fred puts it: "The wages were $2.50 a week *plus, PLUS* the example of noble impulse and the public duty that an editor owes to his readers, his community and his country." This may make you think Fred Schilplin is severe, living among ideals a good deal. He is and he does, in a way. But he is *genially* practical, happy, boyish. A character not easy to picture in words. He is respected, yet popular.

Mr. Schilplin is active in a number of newspaper associations, and belives one gets out of them what one puts into them. He is a Democrat politically, and has supported Republicans who measured up. He's been sheriff. He looks a lot like one today, though it was years ago he held the job—four years. He voted for Wilson at the St. Louis convention, and has been postmaster—and always a publisher and printerman.

In 1907 Mr. Schilplin was one of the organizers of the Security Blank Book and Printing Co., now a $100,000 corporation, one of St. Cloud's strongest business concerns, serving a territory comprising Minnesota and North Dakota, doing a general printing, lithographing and blank book business. Mr. Schilplin has been secretary and treasurer of this company since its organization. His partner in this enterprise is Kendall Clark, a former co-worker on the *Times,* to whose able management the company's present flourishing business is due.



VIEWS IN THE ST. CLOUD TIMES BUILDING

—THIS ILLUSTRATES THE KIND OF PROMOTIONAL MATTER ISSUED BY THE PAPER—

Sixty-five trucks and automobiles were used when the St. Cloud Times issued its famous "Achievement Edition" on its Sixty-fifth Anniversary, carrying 75,000 pounds of papers and completing delivery to 60 miles from St. Cloud by 6 p.m.

MY VIEW(S) YOUR VIEW(S), and The RIGHT VIEW

EDITORIAL

By

JOHN L. MEYER
Managing Editor, "NPJ"

THIRTEEN Conventions At CHICAGO, Oct. 17-21

Associated Business Papers, Inc.,
Audit Bureau of Circulation.
National Association of Teachers of Marketing and Advertising.
Mail Advertising Service Association of North America.
Agricultural Publishers' Association.
Inland Daily Press Association.
National Conference of Business Paper Editors.
Newspaper Classified Advertising Managers.
Insurance Advertising Conference of America.
Association of Newspaper Advertising Executives.
Direct Mail Advertising Association.
Better Letters Association.
Association of House Organ Editors.

NOW that time, distance and the insistence of every-day duties have somewhat distilled the flood of conflicting impressions that burst the dams of my preconceived notions during the week of Oct. 17-21, at Chicago, with its thirteen simultaneous conventions of publishers, printers, ad-men, *et al.*,—and, now that the first and second efforts to "spin straw into gold, and thistledown into silver" out of all that medley, rest in the wastebasket, I'll try for the third and last time to serve my readers with "a tray of viands good for the mind", harvested at that gorging feast of arguments.

TO TELL THE TRUTH, I was pretty hot-headed for a while. And, I grieved, too. Regret as well as resentment came with the realization that to all appearances publishing and advertising and printing was to be seen looking for newer, faster and more "fool-proof" ways of pulling the buyer of advertising, the purchaser of subscriptions and the consumer of printing in approximately thirteen different directions for the benefit of exactly thirteen different styles of pocketbooks.

YET, in "the somber hour" a calming memory-picture suddenly glowed forth. Its scene is laid at the Inland Daily Press Association convention. The figures in the picture are those of John Harrison, president of the Inland, and head of the Danville (Ill.) *Commercial-News;* of J. K. Groom, Aurora (Ill.) *Beacon;* of D. W. Grandon, Sterling (Ill.) *Gazette;* of Wil Tufford, secretary of the Inlanders—all silvered—and of T. O. Huckle, Cadillac (Mich.) *News.* F. R. Starbuck, Racine (Wis.) *Journal-News,* had just finished an able paper on the "publicity graft" subject.

TO THOSE WHO profess to believe that all the agitation over the "free publicity grafters" is merely a reflection of a basic resentment against the loss of shekels to the advertising departments

"SPIZZERINKTUM"

A Cartoon of Wil V. Tufford, Secretary-Treasurer of the Inlanders, Reprinted from "NPJ" of January 1923

which it may involve, the debate which ensued will not be confirmatory, nor satisfying. The fact that we are living in an age when commercialism is making its way as a standard and measuring rod of success or of failure, was recognized, to be sure. So was the fact that the public is entitled to *news.* So was the fact that "free publicity" is sometimes sought for worthy purposes, even according to the doubtful and messed-up standards of today. As to that, as Huckle finally said, *"we don't have to hatch the eggs for these prize-fight impresarios and baseball moguls*—after the event we can properly make news reports which will satisfy our sense of duty to our readers, without having gratuitously advertised promoters into millions of profits, in advance."

BUT, my point is this: These live-wire, silver-crowned and gently-mannered scions of the Inland's forty-odd years of devotion and search for knowledge, simply would not admit that "high-pressure salesmanship", including the "free publicity grafter" inside or outside of the profession, has made life any better or larger. These men of long experience in the climb from nothing to something, despite the increasing shadows of close, great, tumultuous cities hovering over their home towns with all their pace-making and penetrating influences, know in their hearts—and they said as much—that "salesmanship" today is accomplished at too high a cost whenever it involves any serpentine ingenuity, and shame and fear; when it seeks even to entice the aid of the church and the minister of the gospel, or to employ the stimulus of empty flattery, in order to accomplish what some would label "good business".

THESE MEN know that even the banks, sometimes heralded as the advance guard and command of that which is advertised as "good business", and which very soon is likely to *prove* to be "very poor business", are taking into account a business' *METHODS OF SECURING BUSINESS.* To make it short, let's quote from a recent article in *Harper's* "Putting Business Before Life", by J. R. Sprague, ex-merchant, who in turn quotes a great banker in New York City:

"I might mention the name of a very prominent corporation from which this bank has recently declined to accept an account. : : Its debts are not too much for its capital. Its volume of sales has shown an increase from year to year. It is paying substantial dividends. But here is the fly in the ointment: The corporation has built its business on extreme high-pressure salesmanship. : : *It has forced its salesmen to make public nuisances of themselves, compelled its dealers to dispose of its excess products under every sort of condition.* : : : the corporation has lowered the tone of American life. Some day it will pay for these things. Already it has a healthy competitor that is doing business along lines of reasonable conservatism and making fair progress. The older corporation is in no position to meet competition. : : *Secretely the people who have done its high-powered work resent the things they have been compelled to do. If events ever turn against it, the corporation's decline will be sensational.* : : If we accept its business now when it is prosperous we can hardly refuse it in case of adversity. We have thought best to stay out of its affairs altogether."

"Supersalesmanship" in whatever guise is not, then, really so "good for business"! Including newspaper-making!

NEWSPAPER ADS or PRINTING? IF YOU ARE PUZZLED or CURIOUS, READ THIS

IS THERE a REAL CLASH BETWIXT The TWO MEDIA?

"NPJ" Symposium Shows Up Some Unique Opinions

By H. P. CLINTON

THE problem of "hand-bill advertising" as against advertising copy in the columns of his newspaper was raised by a Montana reader of *"NPJ"*, and the query was put up to a number of readers in every section of the Country.

"How do you meet such a situation?" they were asked. "When you found merchants bringing ad copy into your job department instead of to your ad takers, what did you think about it? Do about it?"

OTHER QUESTIONS INVOLVED

THE matter, of course, suggests a number of kindred and allied problems for publishers. More than 90 per cent of the publisher-readers of *"NPJ"* operate job departments. Of the remaining 6 or 8 per cent, many do at least their own job work, in addition to publishing the newspaper. Many, even large dailies, are asked to run off large ads in circular form, for house-to-house distribution. So, most of the 12,000 newspaper plants in America run into the subject constantly. With some it is "dodgers *vs.* newspaper space"; with others, "direct mail advertising *vs.* newspaper space;" then, there are the shopping news projects and what not.

"NPJ" ventures to say that a close study, individually by each reader in his own field, of this subject will be helpful *and may lead many more to find out costs accurately.* Another side of the question involves the search which must be made along the lines of efficiency in advertising, whatever its *form.* The call for "results" in a concrete, visualizable way, is growing louder. It is turned on those who are purely commercial printers as well as the combination plants and the purely newspaper plants.

But, first, is "handbill advertising" and all that, always a menace to the newspapers?

GEORGE T. HANEY
Dayton (O.) Labor Review

J. W. SPRADLING
Sparta (Wis.) Herald

SOME ARE A-1 OPTIMISTS

THE great majority of those who have offered opinions which they hope will help on this problem, show that they sympathize with, even though they do not take any such drastic step as Leo De Coux, proprietor of a Kentwood, Louisiana, job printing business, who writes that after failing to solve this problem during the 23 years he was in the newspaper business, he suspended publication and continued in a job way only.

M. F. MURDAUGH
Durham (N. C.) Herald

The *Courier-Journal,* of Louisville, Ky., and the *Courier-Journal,* of Lowell, Mass., report "merchants thoroughly sold on newspaper advertising."

R. M. Glover, managing director of the Peterborough (Ont.) *Examiner,* writes: "We do not discourage a special bill but try to tell our merchants that we think newspaper advertising is far more effective."

And here is L. G. Smith, of the Dallas (Tex.) *Express,* who says he "makes the best of it if merchants want handbills, trying to get their business." John P. Harris, business manager of the Ottawa (Kans.) *Herald,* has limited the use of circulars to 2 and 4 page broadsides, which he continues to supply.

F. T. Parsons, editor-manager of the Northfield, (Vt.) *News,* while declaring that "extra space advertising here is done almost entirely by posters," manages to supplement these by "regular space advertising in our paper, the latter usually because we suggest it."

Since the paper and bill combination seems to work pretty well, he says, judging by the fact that orders for such keep coming, he finds that "bill advertising does not hurt our advertising columns but on the contrary is good for our job department."

F. F. Payne, manager, Nelson

GRADE OF NEWSPAPER WORK and of PRINTING'S QUALITY HAS MUCH TO DO WITH EITHER'S SUCCESS or FAILURE

(B. C.) *Daily News,* is optimistic. If the customer asks for hand bills, he says, let him have them. Then: "let nature take its course—he very soon will discover that the newspaper has the poster beaten a hundred blocks when it comes to getting results."

On the theory of "trust the Lord but keep your tail light burning," A. C. Worley, editor New Milford, (Conn.) *Times,* adds the advice to "get out a lively sheet meanwhile, keeping on plugging and getting as much foreign advertising as possible."

"Let everybody know you are a free and independent merchant yourself," he continues, "and that you have a good article to sell."

DON'T "TAKE IT SO EASY"

ARTHUR L. MASON, advertising manager the Fullerton (Calif.) *Daily News,* declares that he would rather give free distribution of his paper than to submit to his merchants' desire for handbills, even though he does get their printing job.

"On one of the occasions when I was hard pressed to prove to an unconvinced person who felt he must use posters in order to cover his trading area completely, that the newspaper was his best bet," he writes, "I got my way by indulging him in a little free distribution. Thus I benefited not only the advertiser but the paper as well."

D. L. Stanton, Council Bluffs, (Ia.) commercial printers, adds that advertising rates should be increased. Merchants will be willing to pay the increase, he believes, because of realizing that they can get the same amount of information before the people at a price considerably lower than the cost of the dodgers plus their distribution.

E. P. Tabor, publisher Earlville (Ill.) *Leader,* has another way of getting some of the profit when it is impossible to keep the merchant from using hand bills.

"If a big sale is coming off," he writes, "I urge reprints of a page or double page advertisement, which I first persuade the merchant to run in my paper."

The plan by which the Olean (N. Y.) *Herald* has succeeded in satisfying the customer's desire for posters, is this, according to Selden W. Ostrom, business manager:

"We lay out a copy program, including copy layouts for advertising and for bills, making a copy program for a particular advertisement of sales,

OTTO J. ZANDER
Brillion (Wis.) News

including the addressing and mailing of the bills on the outside territory and their distribution in the city by carrier. We quote one price, telling him that the whole plan comes to so much. The outside mailing can be done in the newspaper mailing room with a regular mailing machine. The city distribution can be taken care of, of course, by the paper's own carrier boys."

W. H. Blair, of the Blair Printing Co., Lamoni, Iowa, declares that the principal reason why his paper holds its merchants in line is that it covers thoroughly its own territory instead of going out for scattered circulation over a wider area, and Mark P. Haines, editor and publisher of the Sturgis (Mich.) *Journal,* follows this up with:

"Show your merchant that 95 per cent of your paper's circulation is in his trading territory and he will not take to the handbill evil."

NOW, SUPPOSE THIS : : : : : :

BUT suppose that, due to respective prices of hand bill and newspaper advertising, a publisher can really profit as much or even more from the former? What then?

Telford Work, publisher of the Selma (Calif.) *Enterprise,* answered unequivocably.

"Even assuming that the profit in printing circulars is greater than the earnings from the page ad, a publisher should run the matter in his newspaper.

"First, because if the ad is well written it is interesting merchandise news and increases the readability of his paper," he points out.

"And second because it increases the prestige of his paper as an advertising medium in the eyes of other onlooking advertisers."

When William R. Meyer, advertising manager of The Wausau (Wis.) *Daily Record-Herald,* had to meet this form of competition in several places, he capitalized on the prestige that a newspaper has over a hand bill.

Distribution of hand bills is very indefinite, he pointed out to his customers, while the advertiser is always assured that the newspaper will get inside the home.

"If any advertiser doubted this, I told him to wait until a newsboy missed a subscriber one afternoon and see how quickly that subscriber called the newspaper office about his paper," Mr. Meyer says.

Another way in which merchants can be shown the light is contributed by C. E. Stonback, advertising manager of the West Chester (Pa.) *Daily Local News.*

"By publishing a leaflet, called *Pertinent Circulation Facts,* giving an itemized account of our circulation, and distributing these to all of our advertisers periodically, we keep our advertisers in line.

"We also believe," he adds, "that it pays the newspapers to advertise newspapers and we publish these same figures from time to time in our own editions."

M. F. Murdaugh, advertising manager Durham (N. C.) *Morning Herald,* has this "punch" to hand to the merchant who is in danger of falling for the idea of hand bills:

"The fact that no great retail enterprise has ever been known to build a reputation on circular advertising is the principal reason why the leading merchants in almost every community have eliminated dodgers from their list of media."

The Pembroke, (Ont.) *Standard* points out to its customers that "bills look cheap."

J. W. Spradling, Sparta (Wis.) *Herald,* adds this bit of advice to the ad solicitor who wants to do a good business: "Ad solicitors should not talk advertising in the abstract but adopt the method of 'selling from samples' as other salesmen do."

Merchants get the hand bill habit only when the local newspaper has failed to gain their confidence, is the

LET'S ALSO THINK ABOUT THIS: WHICH PAYS BEST (AND WHEN) FOR THE ADVERTISER; and, KNOW COSTS

belief of Marcy B. Darnall, Florence (Ala.) *Herald*.

CAMPAIGNS OF PERSUASION

WHEN merchants in Brillion, Wis., where Otto J. Zander is publisher of the *News*, confined their use of newspaper space to standing ads, this enterprising editor began a campaign of persuasion to get them to take the same space in the same position of the paper for a year, payment in advance.

He chose the outside back page for these local standing ads, dividing the space into 4 or 6 inch double column lots.

"No foreign advertiser from that day to this has been admitted to this page," he declares.

WILLIAM T. BECK
Holton (Kans.) Recorder
-President, Kansas Editorial Asso.-

THE newspaper published by the chief of the Kansas Association was established by his father, Maj. M. M. Beck, in 1875. A brother, E. S., is managing editor of the Chicago (Ill.) *Tribune*. Two sons are growing up with W. T., and so the paper is likely to remain a cherished Beck possession for many years to come. The founder of the *Recorder* at the age of 89 occupies his desk in the plant every working day and no issue has ever gone to press without his work in it. The circulation is around 3,300, 12 to 16 pages. W. T. has spent his whole lifetime, except a period at the University of Michigan, in the *Recorder* office. He has been postmaster of Holton, secretary of the state Republican committee and chief clerk of Kansas House of Representatives, and spent nine months with the Red Cross in France during the war. He is 54.

"And furthermore, first one merchant and then another used his space to announce his Saturday specials. From that minute the hand bills began to lose their potency." The rates have been raised, too.

John P. Norton, secretary and general manager of the Escanaba (Mich.) *Morning Press*, who admits having worked from a hand-bill-ridden field to a place where such a thing as a broadside is a rarity, reveals that it pays to use front page space day after day to tell the story of the growing value of the paper's advertising.

A "SHOPPING NEWS" AFFAIR

W. C. SIMONS, Lawrence (Kans.) *Daily Journal-World*, had to contend with a proposal in his town to get out a "*Shopping News*," of 8 pages, devoted entirely to advertising, and gotten out through a chamber of commerce entirely separate from the newspapers of the community. Charge for the space was to be large enough to cover the cost of publishing, postage, and clerical work.

"My advice to our advertising manager was to offer the merchants everything in the way of co-operation that the *Journal-World* could furnish," says Mr. Simons.

"The result was that I was invited to meet with the committee and finally made them two propositions: either to handle the printing for them simply as a job and let them take the responsibility of soliciting the ads, the distributing, the collecting, etc., or that we issue the "Shopping News" for them once a month in connection with the regular issue of the *Journal-World* for that day."

"Circular versus newspaper advertising is a very appropriate question to put to this paper," writes Charles H. Rassham, Wildwood, New Jersey, "as it was from a debate of this point that this publication has grown."

Mr. Rassham explains that one of the big markets of his town purchased a small job press on which the proprietor planned to print a weekly circular.

Someone in his employ conceived the idea of enlarging to a four-page paper. After three weeks he found that the work took up too much time so he sold press, paper and all to a newspaper man, from whom Mr. Rassham bought it two years later.

In the experience of B. J. Wanis, Atlanta, Georgia, "dodgers do not influence people in the cities; they are usually looked upon as efforts to play up inferior goods, and in the smaller town, the dodger is losing its force because of the eagerness of people to get, at once, current news and advertised values.

"It was our job to convince them. To do this we began a series of editorials and news articles supported by statistics showing the general let-up in business. We made and published systematic surveys of economic, industrial and financial conditions in our immediate locality and at the same time we petitioned our readers to patronize the merchants who advertised in *THEIR* paper until we overcame the dodger menace to this part of our business."

George T. Harvey, advertising manager of the Dayton (O.) *Review*, adds his voice to those urging the Montana editor, who first asked the question, to explain fully to the merchant thinking of handbills, the comparative costs, which are in favor of newspaper advertising.

VICTOR W. HURST
Rochester, N. Y.
—Pres. American Photo-Engravers' Asso.—

MR. HURST began his career as an engraver in 1896, when the industry was yet in infancy, at Syracuse, N. Y., his birthplace. After several connections in the east and Chicago, he organized the Hurst Engraving Co., of which he is president and treasurer. He has held executive offices with local, state and regional associations of photo-engravers, and is active in local fraternal and social affairs at Rochester.

RIDES THE ROUTES; THAT'S HIS "SNAP"

Not Exactly the System for Lazy Men, 'though it May Seem So, First Off

By
A. A. JEFFREY

SERVICE first, subscriptions afterwards. This principle, sincerely applied for eight years, has pushed a community weekly newspaper circulation steadily upward from 1,061 to 3,140 for Paul B. Woolson, publisher of the semi-weekly *Herald*, Clarinda, Iowa. Newspapermen all know how slowly anaemic lists respond to transfusions of new blood. The figures here given are *net sworn* circulation, *paid in advance*. The rule: *"This paper stops when the time is out."*

Woolson waves aside all attempts to make much ado over his achievement. "There's nothing remarkable about it," says this Iowa editor; "We first show the country people that we are interested in them before we expect them to take much interest in our paper. We make the *Herald* so intimately known to them, so interesting and so useful to them, that they want it. Then the subscriptions take care of themselves." Woolson was ready to terminate the interview.

BUT there are many owners of newspapers who would like to have the details of this man's method. "Riding the Routes" is one principle phase of Woolson's way. There are twenty-six rural routes lying all or partially within the boundaries of Page county. Sixteen of these are entirely in the county. *For eight consecutive summers Paul Woolson has visited every home on sixteen routes and all Page county homes on the other ten.*

And does he bring home the subscription money? I'll say *he does not*. He expects and receives very little *immediate* cash return. He rides the routes to renew old friendships and make new, to check up on removals and new box holders, to counsel with active correspondents and to replace those who need it.

Face to face with his subscribers and correspondents he demonstrates a genuine interest in those everyday activities that make up their lives and their news. He always returns with a world of *real understanding*—a commodity *very* essential to success in the community newspaper field. (ED. NOTE: Well said! And here's hoping there'll be lots more of it!—J. L. M.)

Woolson even carries with him his own noonday lunch each day during the six or eight weeks of riding the routes each summer. "Eat with the farmers?" exclaims Woolson, "Shucks, no. That's a thing of the past. Why should I expect them to invite me to lunch any more than they would expect me to ask them out to my house when they meet me on Main street? And, anyway, *I eat my lunch early and then work fast during the noon hour*. The farmers are in from the fields then, and I can talk with several families between 11:30 and 1.30."

PAUL B. WOOLSON

WOOLSON calls this work "breaking-out the routes", again proving that he is farmer-minded. He rides the routes much as a farmer plows his field or "breaks-out" his sod ground. Neither expects immediate returns for the work; both recognize that this job must be done some months prior to the expected harvest.

"Summer is not a convenient time for the farmer to pay annual accounts," says Woolson, "neither is winter a convenient time for me to visit the farmer at his home. Consequently *I do my visiting in the summer and he does his paying in the winter*. What's the odds so long as we understand one another?"

That tells it. They understand one another. Eight years of riding the routes!

Inseparable from Woolson and his faithful coupe is a *"Riding Book"*, a loose-leaf affair embodying the work of years. This book shows, among many other facts, each turn and loop in each of the twenty-six routes, where each box holder lives, whether half a mile away over hilltop or down winding lane or a mile through the woods or fields. Before starting out to ride one of these routes Woolson brings this information up to date by careful comparison with his subscription list; noting the significance of each individual box, whether it represents a *Herald* subscriber, a competitor subscriber, neutral or unknown family. All this goes into his riding book *before* he starts. "It saves letting the engine run when I come to a corner," says Woolson.

Personal visits with the thirty-nine country correspondents who supply the *Herald* form another important part of Woolson's method. The regularity and completeness of the news letters make the paper very nearly indispensable. That something other than great sums of money secures this steady volume of country news is indicated by the fact that the *Herald's* cash outlay for rural correspondence during the last quarter year was only $90.26. Personal interest, individual attention, appreciation, first-hand assistance, and friendly counsel on these annual visiting tours constitute the magnet that secures this loyal service. Some of these correspondents receive no pay other than stationery, stamps, and a subscription to the *Herald*. Every one gets a visit once a year from the editor himself. If a correspondent is doing a poor job Woolson tackles the ticklish business *in person*. He explains face to face why this particular community is entitled to better representation, settles accounts to date, excuses the old correspondent and personally selects a successor. It's all done face to face, on the level, and with a smile.

The space and outlay devoted to the news from these forty-one communities vary in accordance with their importance to the great body of readers represented by the 3,140 names on the *Herald's* list, of course. The interesting thing about it all is that

Woolson gauges these matters with such evident fairness and good judgment that he keeps his entire force of news gatherers happily and loyally at work the year round—from the girl who gets only experience and the housewife who gets only $5 a year on up to the Braddyville correspondent who gets nearly $10 a month.

AND, certainly, these personal visits that Woolson makes to all localities in Page county every summer aid him greatly in judging the relative importance of news. This is by no means all of Woolson's story, but probably is sufficient to explain how he pushed that list up from 1,061 to 3,140 in eight years. It is a net list, this list of Paul B. Woolson's, and it is no longer anaemic. It is alive with the life-blood of warm friendships and perfect sympathy and understanding. The method is not an easy way nor a lazy man's job; yet it holds a challenge and a lure for the red-blooded newspaperman.

ROBERT W. SAWYER
President, Oregon State Editorial Association
PUBLISHER, BEND BULLETIN, EVE. D. & W.

EMPLOYED by the *Bulletin* in 1913, Mr. Sawyer began doing all the things a beginner does, and got contact with every department. A year later he was put in charge. In 1916 a daily was started, and in 1919 he and associates bought the paper. Henry N. Fowler is his associate in the ownership. A large job printing department is conducted successfully.

PROFIT SNOWBALLS; ROLL 'EM UP NOW

A Few Cracking Good Pointers on Building Up Want Ad Business In Your Paper

By JOHN T. BARTLETT

NEWSPAPERS, the writer has observed, separate into two classes as regards the want ad columns. To the first class, a want ad is only a want ad. To the second class, a want ad is one of the most interesting things in the world.

This class dissects and analyzes the want ad. Its members coach the people of their town and district in its use, discovering dozens of methods and angles the outsider doesn't suspect. And their reward is big—the effort is profitable in itself; it is *an impressive factor when display advertisers come to weigh the merits of mediums;* it is an influence for building and holding circulation that the "want ad-is-only-a-want ad" newspaper does not know.

In towns and cities in which newcomers arrive every now and then and take up residence—and pick a newspaper—the writer has been impressed by the tremendous percentage which want to know, first of all, "which newspaper publishes the most want ads?"

Much the same condition exists among advertisers, small or large. "Which newspaper publishes the most want ads?" They observe, in effect: "A sure test, that; can't go wrong!"

NO serious person believes that a display advertiser obtains results simply by "sticking an ad in the paper." The principle applies to want ads. *When a want ad gets results it does so because it is fitted to conditions.* The man who regards it as "one of the most interesting things in the world," learns how to fit it to conditions, and counsels his public.

One afternoon, J. H. Shingles, farmer, comes in, says he wants to put in an ad on hatching eggs. Mr. Shingles is not recognized as one who has advertised before. Chances are that if he writes a want ad himself he will, in a way of speaking, "muff the ball". So the newspaper worker enquires, "Would you like me to help you?" poises a pencil over pad, and enquires, "What is the breed?" and, "How much do you ask for the eggs?" Getting this information, he asks, "Have you a 'phone?"

As the information on the eggs is assembled, the young lady (a young lady represents the newspaper in this case), enquires, "Do you have cockerels to sell?" Also, "Do you make a discount for incubator lots?"

And finally she says, "Is there anything else you would like to put in the want ad, Mr. Shingles? If you have anything else to sell, it will take very little space, and you'll get more for your money."

Mr. Shingles, after some thought, decides that he has to sell a 2-year-old Shorthorn heifer, and some seed wheat.

So the girl writes this—

"FOR SALE—Purebred Rhode Island Red eggs, R. C., 75c for 15, $4 a hundred; a Few cockerels of same strain, $2.25 each; 2-year-old Shorthorn Heifer, likely, $65; seed wheat. James Shingles, Valley Rd., Phone Main 66."

Composing a want ad himself, Mr. Shingles very likely would have said, *"For Sale—Rhode Island Red hatching eggs,"* and let it go at that. He could have easily put in an ad which would have got no response whatever. As it is, he has an ad practically certain to succeed. Why?

THERE are five different propositions, reaching five different groups of people, in his want ad; *to wit*: Buyers of a setting or two, buyers of incubator quantities, buyers of breeding cockerels, buyers of heifers, buyers of seed wheat. Instead of one chance of returns, he has five chances. And right *there is No. 1 of the want ad principles* which the writer believes every person who sells want ads ought to appreciate.

Maybe you have smiled, glancing through the want ads, to find a subscriber listing hand needlework and fresh eggs in the same breath. You can smile *with satisfaction,* for that advertisers *has* the right idea!

Before the writer is the classified section of a New England newspaper which, as it happens, several hardware stores use. They take not small, but lengthy space in the want ad section. This advertising is in addition to their regular display. Together these stores use several thousand lines a year.

Their success is grounded on one principle, heeded by all. That principle is that *a want ad which lists several items has far greater chances of*

success than a want ad which lists simply one. These hardware advertisers list a group of things, anywhere from ten to thirty. They have learned that *it is not extensive description in a want ad which will pay the most,* but adequate description of quite a number of articles.

Jones may want the bucksaw they offer at a bargain price, but Smith already has a good one; what interests Smith is the denatured alcohol offered at so much a gallon. Eskins is appealed to by the electric toaster; Johnson by something else. The number of buyers one of these articles would find might, or might not, make the want ad pay. The number of buyers several articles find makes the want ad extremely successful advertising.

ONE definite principle heeded by most successful want ad advertisers, you will find, is the desirability, often the necessity, of mentioning price. No doubt, of those want ads which don't produce a large percentage fail because they don't mention price.

The price, stated, is enough to make the reader want to buy in a great many cases. Anyway, if it is not stated, the complete proposition is not before the reader. He deduces, perhaps, that not being mentioned, the price must be high.

A producer advertising extracted honey didn't mention price, and got no results whatever; he added three words to the want ad, "10 lbs. for $1.50", and did a land office business.

This doesn't mean that price should always be stated.

One of the serious obstacles the want ad sections of the country newspaper have had to contend with, is the habit of some people never to think of using a want ad until all other ways to find a seller have been exhausted—putting up to the want ad a "tough proposition." But, even on this basis, be it said, the want ad section has very, very often come through with results. The want ad section deserves more recognition than as a method of last resort. It should be put up to subscribers as an economical means of selling for anything, as something to be turned to first rather than last.

A friend had a house to rent. He could have rented it readily without a want ad—but a few cents on a want ad got such response that he asked, and readily obtained, $5 a month more than he had figured to ask.

A farmer acquaintance had several heifers to sell. With a want ad he sold them in a single day. He could have sold them without the want ad, but not so quickly or to such advantage.

THE writer's recollection is that it was John Wanamaker who declared that *advertising pays best when applied to merchandise which would sell without it.* Certainly, this is true of most want advertising. Good merchants put fast-sellers in their windows, not "stickers."

The want ad user ought to state the thing about his proposition which will appeal most. In a great many cases, if this is going to be done, it will be up to the ad-taker to assist.

With something of a standard nature, not bought on a sensitive quality basis, the price will appeal most. Sometimes, *the* thing is terms, when a subscriber has a commodity the price of which runs to quite a sum. Every day subscribers come into newspaper offices and are permitted to insert want ads on automobiles, household furniture, dwelling houses, etc., and, while ready to give terms, omit the fact.

A jeweler received a small shipment of genuine Elk teeth. He knew that scarcity has an appeal in itself. His want ad said, "Very hard to obtain; probably last shipment of year, only one to a customer." He sold them all, within a few hours.

The few miles a used automobile has been driven; the impressive year's crops of an advertised farm; a situation-wanted advertiser's ten years with previous employer—such things as these can be picked out for want ad enterprises and used to make the message most effective.

A want ad seems a small thing for a newspaper to give the advertiser service counsel upon—if the single want ad is considered. Something more is at stake than that—the future patronage of the subscriber, *and* other subscribers. Successful want ad users always make others. Get a goodly group of local people using your want ad section with skill, and you have the snowball of profit and prestige a-rolling up.

GEORGE WISE, Jr.
Editor-in-Chief, Cranston (R. I.) Weekly News, at 18 Years

UPON his graduation from the Cranston High School last June, Mr. Wise who had been high school reporter for the *News,* was made its editor-in-chief. Cranston has 35,000 people. The *News* is an 8-page, all-type weekly, covering all sections of the city and claims the largest circulation of any suburban weekly in Rhode Island. Under Mr. Wise are an advertising man, a stenographer and several school students as reporters. Mr. Wise is a member of the National Editorial Association and of local civic and business organizations.—By courtesy of E. A. Noyes, editor and publisher of the Wickford, (R. I.) *Standard.*

JUST a MUTT

By WIL V. TUFFORD
Secretary of the Inland Dailies

JEAN and Jimmie had a dog,
Just a common mutt;
Jean and Jimmie kept the dog
In a little hut.

This dog only had one tail,
Hanging down behind;
He could yip and he could bark,
He was of that kind.

Jimmie took him hunting coon;
Jeanie went along;
Skeezix howled up at the moon;
Coons joined in the song.

Skeezix had four little legs,
One upon each corner;
Jim thought there should be two,
Like unto Jack Horner.

Jim will grow to be a man,
Jean a lady fair,
While the dog remains a mutt,
Though he has white hair.

All God's Children

—UNITED AMERICAN HEAVY STUFF—

SOME are born in castles grand;
Some are born in No-man's Land;
All God's children—*often I*
Wonder—
Wonder—

Some have much and some have more;
Some have little in their store;
All God's children—*often I*
Wonder—
Wonder—

Some, great mausoleums shield;
Some are placed in Potter's Field;
All God's children—*often I*
Wonder—
Wonder—

HOLIDAY RUSH GIVES IDEA FOR SCHOOL

Iowa Printing Concern Capitalizes "Griefs" of Period Usually Feared as Necessary Evil

By
DONALD O. ROSS

IMMEDIATELY following the holiday rush period, the Woolverton Printing Company of Cedar Falls, Iowa, hold an annual school of instruction for pressmen and feeders. H. L. Woolverton, superintendent of the plant, is in charge of the school, which meets three nights a week and continues two to three weeks. The correct method of locking forms, make-ready, feeding and other operations are discussed and practiced.

A complete set of rules which is given each feeder or pressman is well worth consideration by other concerns as it tends to cut mechanical costs and produce better presswork. Some of these suggestions are as follows:

1—*Lock the form so it lifts; test it. Do not place on press until ink is distributed. If necessary, wash type before printing.*
2—*Use new tympans unless old tympan is in good shape. BE SURE TYMPAN is smooth. Build up overlay gradually.*
3—*In removing ink from can, do not dig a hole in center. Scrape top off each time. Never use dried ink.*
4—*On long run register jobs or jobs where cardboard is printed ALWAYS seal guides.*
5—*Avoid waste of stock when possible.*
6—*Keep your hands clean when feeding.*
7—*Deliver each job to shipping counter when finished.*

POINTS on BATTLE With HUMIDITY

MOST paper troubles in the printing department during the winter months can be summarized under four headings, according to an article in one of the Warren Papers publications. They occur in the form of:

1—Shrinking of sheet causing poor register—likely to occur if first color is run on paper directly from case before it has adjusted itself to humidity conditions of pressroom.
2—Curling—likely to occur when paper is exposed to dry or artificially heated air which has been given no opportunity to absorb moisture.
3—Electricity—likely to occur to excess with paper brought from cold room to warm, dry, artificially heated pressroom.
4—Surface cracks in folding—likely to be serious if the paper has been exposed in dry, artificially heated rooms for several days and been over gas flame attachments.

While it is true these troubles will prevail most generally in the winter months, they will also occur and interfere seriously with good pressroom and bindery performance during extended periods of warm dry summer days. It is during the spring and summer months, with their damp and sultry days and quick changes from high to low, or low to high relative humidity, that most paper troubles caused from excessive moisture will occur. These will be in the form of:

1—Stretching and shrinkage causing poor register — likely to occur with quick changes of humidity from day to day or even during the day.
2—Wavy edges causing slur and wrinkles —likely to occur in short period with papers taken from case and piled, exposed to excessive humidity conditions.

All of these paper troubles can be controlled to a degree which will insure good pressroom and bindery performance with a careful checking of relative humidity in each plant. *With the expenditure of only the small amount necessary for a good hygrometer any printer can check his humidity conditions and at least be warned in times of extreme changes and govern his production accordingly.*

R. W. WOOLVERTON
President, Woolverton Printing Co., Cedar Falls, Iowa

THIS BUSINESS was started in Osage, Ia., about thirty years ago, and moved to Cedar Falls seven years ago, to provide better employment conditions. Mr. Woolverton's brother, H. L., is superintendent of the plant. Major dictums of these two practical printers are:
"Some workmen know, but overlook the simplest things. Others simply don't know. Instructions serving to inform or merely to review are equally good. "Tympans, when in doubt, change!"

"WHO DOES YOUR PRINTING and HOW DOES HE DO IT?"

ED. NOTE: Here is *one* of the many items that buyers of advertising and printing are confronted with daily, in trade papers in their respective fields. *"NPJ"* republishes such items from time to time for the purpose of helping to keep its readers, *including association executives,* posted on what is going on. "Ye can't tell a horse without a score card!" they use to cry at the old country fair. (Italics in the reprint are mine.)—J. L. M.

"THE Graphic Arts Exposition in New York proved to be an eye-opener to thousands of sales executives who visited it," says *Sales Management,* Chicago, national magazine for national advertisers, etc. "No buyer of printing could study the exhibits without being impressed with the phenomenal development of high-speed machinery for producing printing and reducing costs in the composing room. *These evolutionary methods should mean lower printing prices. But the buyer of printing will not reap the benefit of the savings which can be effected by this modern equipment unless he patronizes printers who are progressive enough to install it.* Do not fool yourself by thinking you have no interest in how your printer is going to produce your catalog or advertising matter. *Above all, don't get the idea that the kind of equipment that a printer uses will be reflected in his bid.* There is little if any relation between what you pay for your printing and what the bids on it might be. You are buying your printing, whether you realize it or not, on a *cost plus a profit to the printer* basis. *If the printer cannot get his needed profit in the price he bid, he will get it some other way.* If he does not get it on one job he will get it on another. This is as it should be, otherwise there would soon be no printers. So *directly or indirectly the buyer of printing ultimately pays for the luxury of keeping obsolete machinery running in a press room, and out-of-date methods operating in the composing room.* How a printer produces your work, his hour rate for hand and machine alterations, his use of cost-saving machinery, mean far more to the buyer of printing than a competitive bid, which in nine cases out of ten means nothing once it has served its purpose of securing the order."

PUT 'REVERSE ENGLISH' ON STATEMENT

How Statements and Their Postage Cost Can Be Made to Do Double Duty Successfully

By
FRED E. KUNKEL

STATEMENTS of account can be made an economical means of sales promotion by printers and publishers. Why send out "blank" statements of account, when the same instrumentality and the same postage stamp will help sell more printing, as well as collect that overdue coin?

For that matter, why not make it easier to buy (and *so* to *sell*) more printing, by using every inexpensive vehicle which will carry a timely sales suggestion into a fertile buying field with telling effect?

So figured one printer recently when he adopted the plan of using the monthly statement of account as a sales promotion vehicle. Briefly it is this:

USE "reverse English" on all your monthly bills in the shape of a "special" offer cue, printed on the back of the statement of account, and the results of this type of suggestive selling will afford an agreeable surprise.

This printer put on the *face* of each monthly statement of account that went out in the mails, these words in dripping *red ink*: "See Special Offer On the Back of This Bill".

The recipient just naturally stops long enough to read what it was all about. The offer read something like this:

WE SPECIALIZE
IN

Letters, circulars and mailing cards produced to command attention
Briefs, bulletins and statements produced with accuracy and dispatch
Booklets, folders and catalogs, including half-tone and color printing.

SPECIAL FOR TUESDAY ONLY
1,000 *Advertising Blotters*..... $.....

This stunt has not only fully justified costs, but it has brought this printer a lot of extra business. His experience is that such offers, when repeated regularly every month in some form or other, soon come to be looked for by the customer as a regular one or two day feature, thus lending cumulative sales and advertising force to the sales promotion. Like salt in the ice cream freezer, it tightens up the grip on the customer's pursestrings at the same time that it tickles the keys of the cash register to the tune of extra sales.

SUCH an innovation is, however, not limited to "special sale offers" only, for these blank spaces on the back of the monthly bills can be used profitably from month to month for many kinds of advertising. Nor is it a difficult feat to think up these little business catching ideas from month to month. Take another example used by this same printer in his drive for more sales:

ENGRAVING
Social Events of Importance Are Announced with Our Engraving
Wedding Invitations
Announcements *Calling Cards*
Monograms
Unique Social Stationery
Letter Papers—Forceful and Dignified For Commercial and Professional Correspondence
SPECIAL FRIDAY ONLY
500 *calling cards* ..... $.....

NOTHING, it seems, is too small, nor anything too large, to be profitably advertised and sold quite readily in this way. Illustrating the items featured for sale by this method has increased the pulling power, instantly visualizing to the customer what he is getting for the money. Every statement of account, of course, contains ample space for illustration purposes, in addition to the sales message.

This method can be coupled with newspaper publicity as an effective tie-up. Its main idea is to single out certain items of special appeal and so bring an individual message home to the most "logical buyer" of them—your old customer.

"For One Day Only", "Special Two-Day Sale", "For Friday Only", "Special Tuesday and Wednesday", "Week-End Special—on Sale Saturday Morning", "For Regular Customers Only", and other fetching headlines have been used successfully.

"For Prompt Delivery", or "For Immediate Service"—just call "Main 2000", prove to be catchline phrases which pave the way for telephone orders, or which lessen buying resistance or prevent delay in promptly accepting an offer.

LOUIS WILEY: "Some publications are not improving but growing worse, but real newspapers are supplanting all other sources of printed information."

IT'S : : : : SAM!

Sam Haislett, Minnesota Press Field Manager!

—COURTESY, N. E. A. BULLETIN—

SAM won the "*NPF*" hat offered at the 1927 convention of America's State Press Association Field Managers (paid secretaries) for the best presentation of a constructive idea actually worked out and used in the year's work for the associations. The cut shows how the *N. E. A. Bulletin* and "Herb" Hotaling, secretary-manager of the national editorial body, played up Sam's achievement to the N. E. A. members. If we could have found a hat like that in the cartoon, we'd have bought it for Sam, you bet—and we believe he'd been sport enough to wear it, *at least once!* However, Sam is a practical soul, a real salesman in the broad sense of the word, and picked out a very swagger every-day hat.—J. L. M.

"WHEN IS" A TRADE ASSOCIATION? Answer:

HERBERT HOOVER: "Where the objectives of co-operation are to eliminate waste in production and distribution, to increase education as to better methods of business, to expand research in processes of production, to take collective action in policing business ethics, to maintain standards of quality, to secure adequate representation of problems before the Government and other economic groups and to improve conditions of labor, to negotiate collectively with highly organized groups of labor, to prevent unemployment, to supply information equally to members and to the public, upon which better judgment may be formulated in the conduct of business; then these activities are working in public interest."

ORGANIZATION EXPERT IS C. W. N. A. Chief

Once "Printer's Devil" Makes His Way Upwards Fast on Prairies of Saskatchewan

By JOHN L. MEYER

S. N. WYNN, recently elected president of the Canadian Weekly Newspapers Association, has been the editor and manager of the Yorkton (Sask.) *Enterprise* for twenty years, and is the owner of a goodly portion of the stock of The Enterprise Publishing Co., Ltd. The *Enterprise* is ranked as one of Western Canada's outstanding newspapers outside of the daily field, and is the only twice-a-week newspaper in the province.

Mr. Wynn was born at Palmerston, Ont., Nov. 25, 1885, and was raised and educated in Toronto. He began his newspaper career in the office of the *Tribune* of West Toronto, then owned and edited by A. B. Rice. Like the majority of the members of the C. W. N. A. he began as a "printer's devil" and had gained a general proficiency in the various branches of the smaller newspaper office before he decided to try his fortunes in the then rapidly developing prairie country. He accepted a position on the staff of the Yorkton *Enterprise* in August, 1904, and the following spring, though a mere youth, was appointed editor and manager, and has occupied that position continuously.

FROM the outset Mr. Wynn evinced an interest in the activities of newspaper associations and became a member of the Western Canada Press Association, an organization of weekly newspapers embracing the three prairie provinces. This was afterwards superseded by separate provincial organizations for Manitoba, Saskatchewan and Alberta, and at the time it ceased to exist Mr. Wynn was first vice-president.

He became identified with the Saskatchewan Press Association at its inception and served for a number of years as secretary-treasurer and as president. He took an active part in the movement which resulted in the Saskatchewan Association merging its identity in the parent organization by becoming the *Saskn* division of the C. W. N. A.

Mr. Wynn has always taken an active part in community organization. For six years he served on the town council, is a member of the public school board, vice-president of the hospital board and president of Rotary at Yorkton. He was one of the party of weekly newspaper publishers which visited Belgium, France and England in 1924. Mrs. Wynn was Miss Alice Gibson, and three daughters — Marguerite, Eileen and Lorraine—comprise the family.

S. N. WYNN
Managing Director
Yorkton (Sask.) Enterprise—S. W.
—PRESIDENT, CANADIAN WEEKLY NEWSPAPERS ASSOC.—

"DON'T READ The MMS." A GOOD YARN, THIS

FROM C. S. RARDIN
Charleston (Ill.) News

"IT WAS back in the early days of the Lerna Eagle under old man Steele that I was employed as a printer's devil," says Ernest Freeman, now local assistant postmaster of Charleston.

"It was customary for the yokels to drift into the printing office and read off the items over the compositor's shoulder as they were being set up in type. After reading the tidings of Will Jones buying a new wagon, or Bill Jones visiting at Trilla, the yokels would go out on the highways and byways and peddle the news before it could be printed.

"This aroused the ire of old man Steele, the editor, and he caused a sign to be printed and nailed on the wall, reading: *'Please do not read the manuscript.'*

"Well, in a day or so in came one of the worst offenders who took a strategic position behind my back and began reading off the 'copy.'

"Old man Steele got him by the arm and leading him to the sign, said:

" *'Look a-here, you blankety-blank son-of-a-sea-cook, read that sign and get out of here!'*

"He got out."

OREGON EDITOR'S PLAN FOR CHECKING COPIES

POSSIBLY there are many good ways to handle the tear sheets and checking copies for the "foreign" advertising. The writer has tried various schemes to keep this matter straight in the office and avoid the repeated requests for missing copies "so that we may check the advertising and put the check through."

At the beginning of each month we take enough large catalogue envelopes to handle all our foreign advertisements. On the outside of the envelope we place the address of the agency to whom the checking copies go. In the left hand bottom corner we put the name of the advertiser. In the upper left our return address. As soon as the paper is out each week the bookkeeper tears out the page containing each foreign advertisement, folds it and puts it in the envelope where it belongs. This is repeated each issue of the month. At the end of the month when the bill for each advertiser is made out it is checked with the tear sheets, attached to them, the envelope sealed and it is then mailed to the agency by registered mail.

Since adopting this plan several months ago, we have not had one agency come back with a call for "missing copies." We save enough in time and trouble hunting up back copies to pay for registering.—*EDGAR BLOOM*, of the Redmond Spokesman, in *Oregon Exchanges*.

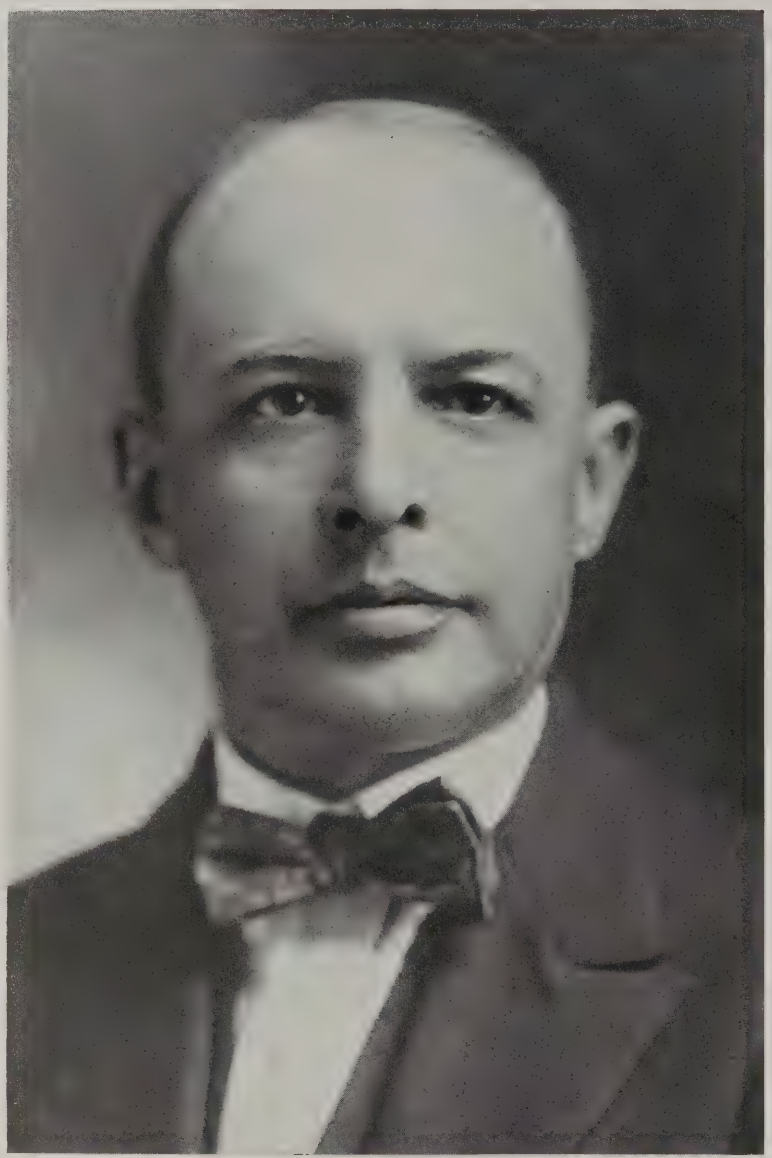
A PRESCRIPTION

"JOHN, I wish you'd bring me home one of those tabloids."

"The kind you take with a glass of water?"

"No; the kind you take with a grain of salt."—Boston (Mass.) *Transcript*.

PRINTER JOINS UP WITH PUBLISHER TO SAFEGUARD WEST VIRGINIA PRESS



JAMES W. ("Jim") WEIR
Field Manager of the West Virginia Publishers' & Printers' Association, at Elkins, W. Va.

To The Editor of "NPJ"

IF IT is fair for the government to engage in the printing of corner cards of stamped envelopes, as A MATTER OF PUBLIC CONVENIENCE, then it would be equally fair for the government to open and maintain chain stores and to enter every other realm of business in competition with the citizens.

IF THE government, however, attempted to enter the banking business or any other private business, there would be a tremendous howl go up from the strongest advocates of the government printing df stamped envelopes.

THERE IS NO sanction in the constitution of the United States for the government printing of stamped envelopes. The Congress of the United States is authorized to establish post-offices and post roads. As a matter of fact if it is fair for one department of the government to sell printed matter then it would seem equally fair for the government printing office to compete with the private printer through the sale of letterheads and other printed forms.

In GENERAL the printing industry is being made the goat; for, the government not only enters into competition with it, but forces the very industry with which it is competing to help defray the transportation costs.

—*JAMES W. WEIR*

BROAD VIEW IS TAKEN ON KNOTS FACING INDUSTRY

Field Secretary Reveals Aims and Successes

By John L. Meyer

THE West Virginia Publishers & Employing Printers' Association is unique among the run of state associations in covering commercial printers as well as weekly and daily publishers. It represents growth in a relatively short period from a small association of daily newspapers who felt compelled to take a united stand against certain enactments and in favor of certain much-needed legislation. Its field secretary, James W. Weir, is a highly trained newspaper man, printer and publicist. He has served in the legislature of his state and enjoys a wide acquaintance in useful places as the result of exceptional secretarial engagements and newspaper assignments.

"The post of field secretary was accepted with some misgiving," said Mr. Weir, "first because I had no experience along such lines, and secondly because I had been informed of the difficulty of keeping associations together—of getting members to pay their dues and asessments, and securing their active co-operation. But we have survived all vicissitudes now for a period of six to seven years.

"The purposes for which the association was organized were rather general and we have therefore had to formulate our program as we went along. At the time the association was organized the 44-hour-week was very much of an issue—more so than it is now, though handling labor matters and statistical matters is a part of the duties devolving upon the field secretary.

"The association was organized primarily because the publishers and employing printers were in a disorganized condition. With an association functioning, the moral effect alone has been potent, in addition to permitting concerted, co-ordinated and co-operative action through a central agency.

"THE association has been able to materially increase the revenue of its members through the enactment

"Now I can understand why Intertype has so many enthusiastic users"

SAID ONE OF THE THOUSANDS OF VISITORS AT THE RECENT GRAPHIC ARTS EXPOSITION IN NEW YORK

Seldom has a composing machine attracted such interest as the Intertype during those two weeks. Particularly the New Intertype "Mixer."

This machine is unusually versatile and useful in book and job work. Four magazines are constantly at the operator's finger tips—*without* shift of magazine.

The change of contacts from one magazine to another is effected instantly by a *light-touch* finger lever. . . . . .

In addition, the new Intertype tripod side unit carries two extra side magazines which can be brought into operation by a simple device without the operator leaving his chair.

Besides more than forty Intertype profit-making features, on the "Mixer," there is but one distributor box—unequaled in simplicity of design and non-stop operation.

Write for Literature on the Intertype "Mixer."

Standardized INTERTYPE TRADE MARK

INTERTYPE CORPORATION: *New York* 1440 Broadway; *Chicago* 130 North Franklin St.; *New Orleans* 816 Howard Avenue; *San Francisco* 152 Fremont St.; *Los Angeles* 1240 South Main St.; *Boston* 80 Federal St.; *London; Berlin.* Distributors throughout the world

of several important laws; for instance one in 1921 increasing the legal rate which had not been changed for 40 years; another providing for the publication of delinquent lists in two newspapers in a county instead of one; another in 1925 providing for the publication of a real estate delinquent list in the spring, and still another in the same year requiring tracts purchased by the state to be listed for publication.

"At the same time the association has constituted an insurance against adverse and unfavorable legislation or action of any character, as was strikingly illustrated when an attempt was made to rush through a revision of the West Virginia Code which sought to penalize the newspapers. The newspaper opposition to this code was such as to block it, such opposition being under the guidance of the association.

"The association has acted in a quasi-legal advisory capacity for members in connection with the publication of certain general legal publications, even to the extent of carrying two cases to court.

"We have been publishing an association bulletin for six years. It is of a general informative nature and prints opinions of the attorney general and other information of like character, scale information, sales of equipment, etc.

"THE association has sought to discourage price-cutting among commercial printers, has encouraged the wide use of cost-finding systems, has solicited examples of bad estimating on job work, and assisted in the formation of the West Virginia Typothetae as a division of the association. While it has been necessary to change the structure of the Typothetae to some extent, nevertheless in several of the larger cities, such as Wheeling and Huntington, typothetaes are functioning and have done much to eliminate some of the unfortunate antagonism between those engaged in the printing business.

"We believe that the greatest need just now is an increase in the volume of foreign advertising for the weekly newspapers and with that in view contemplate the issuance of a rate book. We also believe that the state's resources and its buying power should be better known and we are therefore sponsoring the organization of a state chamber of commerce."

THE West Virginia field secretary has so far been able to conduct the affairs of the association without rent expense and without the expense of a stenographer, thus holding down the budget. One great difficulty encountered is in inducing members to make their bulletin more of an open forum for the exchange of ideas and in getting members to reply to requests for information. "Many are so busy boosting the business of others that they do not take the time time to boost their own, although more businesslike methods now prevail than ten years ago," said Mr. Weir.

CUT OUT The SARCASM! : :

FROM A READER OF "NPJ" WITH HIS "OK"; CLIPPED FROM A PENNSYLVANIA NEWSPAPER ASSOCIATION BULLETIN, A. W. FELL, FIELD MANAGER

"SAID an agency man: Country editors can write the meanest letters that are produced by any class of people. When anything goes wrong, it seems that the first thing many of them think of is to write the meanest letter possible about it.

"Don't they know that we are human, that we get mad too, that when we get such a letter it makes us mad, and that we are likely to not care a whoop whether we have anything further to do with that paper, that we may give orders that it be cut off of all future schedules?

"Why can't they write courteously about things that are wrong, keep good natured, and then we are equally anxious to make things right.

"KEEP this in mind next time you feel disposed to write a mean letter. Write the letter if you must; but let it soak a day or two before you mail it. Then look it over, and the chances are a hundred to one that you will rewrite it and cut out all of the rough stuff.

"Unless you are a better fighter or foot-racer than most of us, you wouldn't be very likely to walk into a man's office and start the conversation by calling him a liar, a crook, a grafter, and other pet names. Far from it! You would lead up to such things gradually. If he were courteous and showed a disposition to be interested in what you have to say it is quite likely that your grievances would be adjusted without any hard words. The same rule should be followed in writing letters. Your letters are you. They are the necessary substitute for a personal call. If your letters are mean and discourteous they produce exactly the same impression that you would produce by saying the same things face to face."

THE West Virginia field secretary began newspaper work on the Pittsburgh *Dispatch* in 1901, followed by connections with the Wheeling *Intelligencer,* Columbus (O.) *Dispatch,* Elkins (W. Va.) *Enterprise* and other prominent papers. He was assistant secretary of the West Virginia Board of Trade and of the Wheeling Board of Trade, a member of the legislature, secretary to C. W. Watson, United States senator; secretary to Gov. J. J. Cornwell, and legislative correspondent for a number of large dailies and weeklies. In 1913 he established the Elkins *Randolph Review,* and remains its owner and editor. He became field secretary in 1921 and has served continuously since.

The official staff of the association includes:

PRESIDENT — W. Guy Tetrick, Clarksburg *Exponent.*

FIRST VICE PRESIDENT — C. E. Smith, Fairmont *Times.*

SECOND VICE PRESIDENT—W. R. Ludwig, president of the Morgantown Printing & Binding Company, Morgantown.

SECRETARY AND TREASURER — W. W. McCue, President of the Standard Printing & Publishing Company, Huntington.

FIELD SECRETARY—James W. Weir, *Randolph Review.*

DIRECTORS—H. C. Ogden, *News and Intelligencer,* Wheeling; W. L. Mengert, Business Manager *Herald-Dispatch,* Huntington; Hugh I. Shott, Bluefield *Telegraph;* Charles Hodel, *Raleigh Register,* Beckley; R. H. Pritchard, Weston *Democrat;* A. S. Poling, *Barbour Democrat,* Philippi; Edward D. Woodyard, *Times-Record,* Spencer, and other papers; C. V. Voland, Voland Printing Company, Bluefield; A. J. Nager, Ohio Valley Lithographing Company, Wheeling; J. J. Coughlin, Fairmont Printing Company, Fairmont.

YOUR AD-PROSPECTS CAN UNDERSTAND THIS ONE

WIG-WAG flags are to be discontinued as a general means of visual signal in the American Army. The old method *was* spectacular! But ground telephone lines are better (and safer) in actual use. The day of "Wig-Wag" advertising, flashy and spectacular though it be, is over, too. The direct "ground-wire", the community newspaper column, is far more practical than the "semaphore" of other so-called media, and cheaper in the end. (Work this out in further detail. It's sound!—J. L. M.)

Imperial METAL

© 1927, Imperial Type Metal Co.

THE MINNEAPOLIS JOURNAL

AMERICANS KILLED IN CHINA; U. S. SAILORS FALL IN CHARGE ON RED ARMY TO SAVE WHITE WOMEN

Chinese Turn Cannon On Helpless Whites in Nanking; Fleet Replies

Minneapolis Daily Star

EXTRA

BRITISH MASS AS NEW CHINESE ATTACK LOOMS

SEARS, ROEBUCK CO. TO ERECT $4,000,000 PLANT ON LAKE ST.

4 INDICTED IN ESCAPE OF DOOMED MEN

TAMPERING WITH SCHALL WITNESS IS INTIMATED

Three at U Beleaguered Await Word From Father

YANKEE BAND FOILS MOBS, GAINS SAFETY

FORD THREAT TO "EXPOSE" BAPBO BARED AT TRIAL

FRAUD CHARGE

Imperial Metal and the Plus Plan in a Great Milling City

EVERY large American City and hundreds of smaller cities have one or more newspapers printed with Imperial Type Metal. In Minneapolis, that great milling center of the Northwest, the publishers of those two splendid papers, The Minneapolis Journal, and the Minneapolis Daily Star, have seen fit to choose Imperial serviced by the nationally famous Plus Metal Plan.

Not only publishers but printers, too, select Imperial. Both know that for the greatest possible reliability and economy the choice of Imperial and the Plus Plan is best.

Whether a newspaper page or a printed piece, if it is Imperial printed the work will be sharp and clear, uniform throughout, and free from blemishes. Imperial and the Plus Plan reduce metal troubles to a minimum and give a metal economy impossible with other metals. Send for details of the Imperial Plus Metal Plan.

IMPERIAL TYPE METAL COMPANY

Manufacturing the following metals:

LINOTYPE · ELROD · MONOTYPE · LUDLOW · INTERTYPE · LINOGRAPH · STEREOTYPE · THOMPSON

Philadelphia · Cleveland · New York · Chicago

SAYS HE WOULDN'T QUIT IF HE COULD

Here's a Little Inspiration for You About Alabama's Oldest Active Printer-Journalist, Col. C. J. Hildreth, 89

By
WILL W. NELSON

COL. C. J. Hildreth, of Decatur, Alabama, has been engaged in the printing business longer than any other man in his state. He is one of the oldest active printers in the United States, now in his 89th year. He is still engaged in the business with his son, Harold E. Hildreth, at Decatur, where they own and manage the largest job printing office between Nashville, Tenn., and Birmingham, Ala., and between Memphis, and Chattanooga, Tenn.

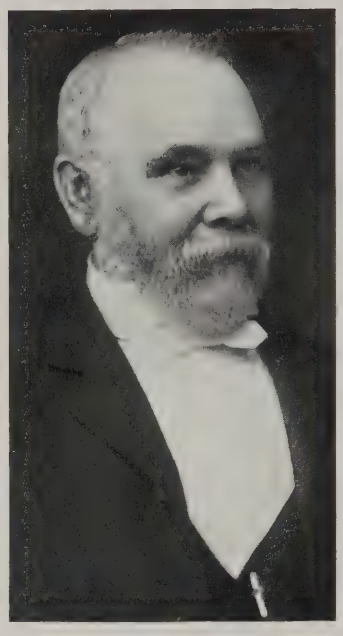
Col. Hildreth learned the rudiments of the printers trade in England, where he was born. He came to America when about 19 years of age. He has never left the printing business in all these years.

WHEN New Decatur, Ala. was first incorporated as a town Colonel Hildreth established a newspaper and printing business there. He edited and managed the newspaper for a number of years. Recently New Decatur was consolidated with Decatur. Colonel Hildreth gave up the publication of his newspaper but remained in the job printing business. He saw New Decatur grow from nothing to a city of 6,000 people before the consolidation.

IN September Colonel Hildreth was awarded a handsome bronze medal by the Fourth Educational Graphic Arts Exposition, at Grand Central Palace, New York City. On one side of the medal is the following; "*Graphic Arts Exposition, Printing and Allied Industries, Grand Central Palace, New York, Sept. 5 to 17, 1927.*" On the other side of the medal these words are engraved; "*Veteran Printers Contest, Honorable Mention.*" Colonel Hildreth prizes the medal very highly, and justly so since he is the only printer in Alabama receiving one of these medals and one of the few in the United States.

Some years ago Colonel Hildreth was president of the Alabama Press Association. He is known to every newspaper man and printer in Alabama and to many in other states. During his lifetime he has employed hundreds of printers.

It was back in the year 1888 that Colonel Hildreth established the New Decatur *Advertiser*, a weekly. It was printed on an old country Campbell press and the type was set by hand. The paper had the reputation of being one of the best edited weeklies in the Southland. Many men now prominent in other walks of life and in many sections of the country once wrote "copy" for the New Decatur *Advertiser*.



Col. C. J. HILDRETH
Alabama's Oldest Printer-Journalist

Colonel Hildreth was one of the pioneers of New Decatur. He gave much of his time and money for the upbuilding and good of the town. For a number of years he was prominent in politics. On many accasions his newspaper supported Gen. Joe Wheeler—"Fighting Little Joe," as he was called—in his campaigns for congress. Colonel Hildreth's newspaper was one of the first in the United States to bring before the democrats of the South the name of William Jennings Bryan. During his lifetime Colonel Bryan always remembered Colonel Hildreth kindly.

And now, perhaps because of rather than despite of his advanced years, the Colonel passionately loves the smell of printers ink and the hum of the printing presses. Each day he goes down to the printing office and sets some type and assists generally about the office. He can't give it up. It is his very life, he says.

ED. NOTE: Maj. Phil F. Coghlan, 95, of the St. Louis *Post-Dispatch* adalley, and winner of the Graphic Arts Exposition 1927 trophy for the oldest active printer, recently passed away at St. Louis. He worked at his trade to the last, a total of 79 years. His son, Phil C., 71, is a printer for the *Post-Dispatch*. A fine portrait of the major was published in "*NPJ*", September, 1927 issue.—J.L.M.

THIS DRIVE FOR "RELIGION in BUSINESS"

JESSE R. SPRAGUE: "Yes, emotional religion has helped *to sell merchandise*. Each year many well-meaning pastors are persuaded to preach Mother's Day sermons, and the florists, the greeting-card manufacturers, and the Western Union Telegraph Company make a great deal of money. It is likely that the devotional exercises of the National Association of Aluminum Ash Tray Manufacturers convince many pious people that they should purchase aluminum ash trays in preference to any other. Each service club or chamber of commerce in Dallas, in Kalamazoo, in Santa Barbara that takes in a pastor member adds a bit to the prestige of the shopkeeper members of the organization and smooths the way for added volume of sales. Even individual firms acting independently may profit by the employment of emotional religion if cunningly planned. It is, for example, against the policy of every New York City newspaper to sell advertising space on its front page; yet not long ago the astute management of the new Roosevelt Hotel secured front page publicity by carefully planned exploitation of the Holy Bible."—*Harper's Magazine.*

The GAMBLER, and The SPECULATORS

A GAMBLER is a man who creates the unimportant risk that he assumes; a speculator assumes a risk that already exists. A speculator is a gambler only in the sense that we all are gamblers in this narrow margin of the universe we call the earth, where the stakes are existence, some measure of happiness, and a lively interest in the struggle. We cannot avoid taking chances.—*James A. Patton.*

THE WESTERN PRODUCER

Reliable News--- Unfettered Opinions---Western Rights

VOL. 5 SASKATOON, SEPTEMBER 15, 1927 No. 4

THE LAST RUN

This is Tuesday. It is three o'clock in the afternoon. It is in the hot shop where The Western Producer has been published for four short years. It is always customary to say "four long years" in literature of this nature, but the four momentous years of Saskatchewan's history during which The Western Producer has formed part of the mail leaving Saskatoon, have really been four short years. Here in this hot shop on the hot afternoon of August the thirtieth, is the sturdy little press pounding out thirty-four thousand copies of The Western Producer. It will never happen again. The little Goss press has finished its work. That does not mean that The Western Producer will never be published again. Oh, no, no, no. But the job has become too much for the sturdy little press which has never faltered for four short years except the morning when it lost a tooth, and all the world had to wait for six hours until a press dentist hammered a new one in. But, the job has become too big for the willing little press. It has to take two bites at the job, eight pages at a time, and increasing circulation made mastication difficult. To print last week's issue of The Western Producer the machine had to turn over sixty-eight thousand times and one cannot ask that kind of a press to go on doing that sort of thing without protest. So we have taken the job away from the Goss press and it is now being packed in a freight car and sent to Kenora or Trail or Kankakee or somewhere to [illegible]

GOSS BUILT BY THE GOSS PRINTING PRESS CO CHICAGO NEW YORK "COMET"

GOSS GOSS

GOSS PRINTING PRESS CO. CHICAGO ILL. U.S.

A front page tribute to a Goss "Comet", on the day of its last 16 page run of 34,000 copies for THE WESTERN PRODUCER, Saskatoon, Saskatchewan, Canada.

Catalog on request

THE GOSS PRINTING PRESS COMPANY

Main Office and Factories, CHICAGO, ILL.

NEW YORK OFFICE
220 West Forty-Second Street

SAN FRANCISCO OFFICE
707 Call Building

The Goss Printing Press Company of England, Ltd., London

GOSS

STRAIGHT GOSS HIGH SPEED LINE

"COMET"

LITTLE BROTHER TO THE BIG PRESSES THAT PRINT THE METROPOLITAN PAPERS

VI—ADVICE to the LOVELORN PRESS AGENT, yclept : : :

AND STILL THEY COME!

—Italics Used in These "Advices" are this Editor's.—J. L. M.—

CLOTHIERS AND HABERDASHERS

AUSTIN E. BURGES in Chicago Apparel Gazette: "One publicity manager of my acquaintance is so successful in getting publicity for his concern in the local papers *without cost to his employer* that some others have indicated the belief that he *has a powerful 'drag' with the local press.* This season he originated a clever term for decribing a prevailing color of men's clothing and began to use this consistently. The term was so clever that it attracted the attention of the local press and one paper ran a three-column illustration showing two smartly dressed young men wearing clothes of the color described and accompanied it with the information that the clothes were samples of new spring styles as shown by the store under discussion.

"*This unexpected bit of publicity was so dumbfounding to one competitor that he was convinced that the paper in which it appeared was playing favorites and threatened to cancel his advertising contracts forthwith. But the paper was not playing favorites. The advertising manager of the first store had merely learned the art of getting local publicity without paying space rates.* : : "

"ONE enterprising store advertised that all boys who would hand in their own names and addresses and those of three of their acquaintances would be admitted free to a local theater to see a wild animal film about to be shown. The chief object of this move was to get the names and addresses of a large number of boys to whom goods might be sold, but the spectacle of a business firm entertaining a thousand or more boys at a theater was so unusual in that town that *local newspapers sent photographers and reporters to the scene,* and even a motion picture was made of the occurrence. : : "

WHAT OF A REMEDY? WHAT IS the REMEDY?

DEAN COLLINS, Portland (Ore.) Telegram, in Oregon Exchanges: "The remedy for malignant propaganda is, I believe, automatic, and lies in the psychological antitoxins that the public will develop.

"But when health is restored, the newspapers are going to find themselves mighty weak and frail, as leaders and inspirers.

"Frankly, I can suggest no remedy against the working of journalistic fate. At least, none that seems practical.

"The only things that suggest themselves to me at this time, as medicine to help and hasten the work of the phagocytes in the body politic, would be for every editor to possess a liberal quantity of frankness, and obstinacy, a large and commodious waste basket—and an income sufficient to live upon, independent of the newspaper business."

THE AUTOMOBILE DEALER

FROM "101 Money Making Plans", *Motor Age*: "Names of New Car Buyers Published in Local Newspapers—Why not see if your local newspaper will not publish lists of new automobile buyers—as news? It is news, if you can sell the paper the idea. Friends are as much interested in that as new babies, bridge parties, real estate purchases and countless other items accepted as news. Hand that argument to the newspaper. ——————, ——————— dealer in ——————, ———, convinced a live edition that his list of new owners is good news and this list appears every two weeks—free."

AND, OF COURSE, THE PLUMBER

FROM "Favorable Publicity and How to Get It, by an Ex-Editor", in the *Plumbers Trade Journal*: "It is within the power of plumbers themselves to swing the publicity columns over to their own advantage. They have every opportunity to secure news—and news of a type that every editor is glad to run in his columns. As an instance of this, two years ago a hot water heater blew up in our town. Although this was entirely the fault of the owner who left the heater going, the plumbing trade would have received adverse publicity had a regular reporter written the item up.

"But we didn't get the item. *The plumber that was called for the repair work stopped at our office on the way back* and handed us the following:

> 'EXPLOSION AT FORBES RESIDENCE—Plumbers' Ambulance Makes Run to 1947 P Street—Late yesterday afternoon, residents of East P Street were startled with a muffled explosion coming from the J. C. Forbes residence. Investigation however, proved that it was nothing more serious than a burst water boiler. An S.O.S. over the phone brought Charlie Rogers on the run with his plumbing ambulance, in which he carries complete first aid for injured pipes. The leak was stopped with no greater damage than a flooded basement.'

"*We knew well enough that this article was giving Rogers some free advertising. But—well we figured he deserved it, and besides he had saved us some work and brought in a news item that we knew would interest our readers. However, the next week brought an avalanche of "news items" down on us from the other plumbers. But these were pure advertising. We refused to print them—and, of course, those plumbers were of the opinion that Rogers had a 'stand-in'.*

"Every newspaper editor is eager for news—newsy news, or informative news. Anything pertaining to home building can usually be given a news twist. Dealings with city councils, school boards, or large public service corporations, is always news. *But here is where the catch comes for the plumber. Let some cub reporter get those news items, and he is likely to see an opportunity to pat the tax-paying public on the back by taking a kick at the high prices of the plumbers.*

"*But that cub reporter is lazy—they all are! If the plumber is wideawake, he will have that story typed and ready for the paper before the reporter gets wind of the story. Then he can be sure the item won't be warped around into adverse publicity.*"

WHAT IS "NEWS"? ANOTHER DEFINITION

SILAS BENT: The elder Joseph Pulitzer once dictated for a subordinate a memorandum which dealt acutely with the kind of news he thought a metropolitan daily should print:

What is original, distinctive, dramatic, romantic, thrilling, unique, curious, quaint, humorous, odd, apt to be talked about, without shocking good taste or lowering the general tone, good tone, and above all without impairing the confidence of the people in the truth of the stories and the character of the paper for reliability and scrupulous cleanness.

That was not all Pulitzer thought a newspaper should print. He was a great crusader. He told his men never to be satisfied with the mere news, and he was capable of directing the preparation of a full-page editorial which in itself would be distinguished news. So far as his memorandum defining or describing news is concerned, the cat is now out of the bag. I beg you to note that nowhere in this memorandum did Pulitzer designate social importance or economic or historical magnitude as a factor in the news. —*Harper's Magazine.*

PROOF READERS, PLEASE NOTE

WE'LL begin with box; the plural is boxes,
But the plural of ox should be oxen, not oxes.
One fowl is a goose, but two are called geese,
Yet the plural of mouse should never be meese,
You may find a lone mouse, or a whole nest of mice,
But the plural of house is houses, not hice.
If the plural of man is always called men,
Why shouldn't the plural of pan be called pen?
The cow in the plural may be called cows, or kine;
But a bow, if repeated, is never called bine;
And the plural of vow is vows, never vine.
If I speak of a foot and you show me two feet
And I give you a boot, would a pair be called beet?
If one is a tooth and a whole set are teeth,
Why shouldn't the plural of booth be called beeth?
If the singular's this, and the plural is these,
Should the plural of kiss ever be written keese?
Then one may be that, and the two would be those,
Yet hat in the plural would never be hose.
And the plural of cat is cats, and not cose.
We speak of a brother, and also of brethren,
But though we say mother, we never say methren.
Then the masculine pronouns are he, his and him,
But imagine the feminine, she, shis and shim!
So the English, I think you all will agree,
Is the funniest language you ever did see.
—*Typosium.*

I USED to think I knew I knew,
But now, I must confess,
The more I know I know I know,
I know I know the less.—*Gage Readings,* Battle Creek, Mich.

ROUND TABLE

OHIO ADOPTS FIELD MANAGER PLAN

Nineteen Important Steps in the Interests of Buckeye Publishers Are Immediately Put Under Way at Start-off

OHIO has joined the rapidly growing ranks of community newspaper publishers' associations who use the full-time, paid field manager plan, supplementing and broadening the scope and results of state and sectional co-operative enterprise which seems to be so increasingly necessary in the publishing field. Ohio, one of the most densely populated states in the Union, has long been noted for its good newspaper work and newspapers. But, the need for associative and co-operative effort among the community publishers of the state became more pressing. R. B. Howard, president of the Buckeye Press Association, (London, Ohio, *Press & Democrat*), on assuming office a year ago, studied the field manager plans used in other states with great care, and headed a movement to establish such an office in his state. The story is told in the official bulletin of the Ohio association, as follows:

HILLSBORO PUBLISHER'S PROJECT AND "DREAM" HAS BEEN REALIZED

THE Field Manager plan is not a new thing, nor in the same breath, is it an old one; but of the nineteen states (counting the New England group as one) that have adopted the Field Manager plan to the present time, all have been highly pleased with the success of the project, and no state that has adopted the plan has retracted, although in many of the states it is more than six years old.

The Field Manager plan was first suggested in Ohio at a Buckeye Press Association meeting, several years ago, and it found its first sponsor in Granville Barerre, of the Hillsboro *News-Herald*, who might be called the father of the movement in Ohio. An early contender for the position was George (*Jimmie*) Smith, then of Cleveland, but now the editor of a paper at Snyder, Texas. When "Jimmie" left Ohio for his new home, he suggested to the officials of the Ohio Newspaper Association, which was then in the process of formation, H. E. C. ("Hec") Rowe, editor of the *Holmes County Farmer-Hub*, at Millersburg, for the Field Manager position.

The preliminary arrangements for The Ohio Newspaper Association were made at a meeting of The Buckeye Press Association at Buckeye Lake, at which time 55 members had agreed to come in. On September 2, 1927, the association was incorporated under the laws of Ohio as an organization, not for profit, officers were elected, and Mr. Rowe was selected as the first Field Manager for Ohio daily and weekly newspapers.

WHAT IS EXPECTED OF NEW PLAN

IT WOULD be hard to enumerate the list of the things which the Field Manager can, will, or should be able to do. Unquestionably he shall have to spend the majority of his time during the next few months securing members for the organization. While securing members, Mr. Rowe is planning to organize the various districts of the state, and hold an initial meeting in each. The best speaking talent available will give talks at these meetings. Newspaper and job work problems will be discussed. At each of these meetings, district organizations will be perfected so that further meetings of this kind can be held. Good fellowship will prevail, and there will be a closer co-operation between the newspaper men of that district in the future.

The following might be listed as some of the office work of the Field Manager:

FIRST, aid in hiring and securing work for competent and desirable mechanical and editorial help;

SECOND, keep a list of mechanics in the various parts of the state who will go out on short notice in their section;

THIRD, keep an exchange list for machinery that is wanted or is for sale;

H. E. C. ("Hec") ROWE

Editor Millersburg "Holmes County Farmer-Hub"
FIELD MANAGER, OHIO NEWSPAPER ASSOCIATION

FOURTH, give appraisals and plant lay-out information;

FIFTH, handle printing and lithographing that the publisher cannot do in his own shop, and at a figure that will allow the publisher to make a profit on such work;

SIXTH, work out a uniform and practical bookkeeping system for Ohio newspapers;

SEVENTH, furnish a list of advertising agencies to the publisher;

EIGHTH, furnish advertising agencies with correct lists of Ohio papers, and give them other information and assistance; (the Field Manager has received several inquiries from advertising agencies to the present time, and this promises to be an important phase in his work);

NINTH, secure the adoption of the uniform N. E. A. rate card by all newspapers;

TENTH, prevent and give information concerning fraudulent advertising schemes;

ELEVENTH, aid in the fight to have firms and organizations discontinue the practice of furnishing free or cheap stationery to their dealers;

TWELFTH, present the facts and figures of the Ohio newspaper industry before other professions and co-operate with the secretaries of those organizations;

ROUND TABLE

THIRTEENTH, assist in lay-outs and stunts for special day advertising;

FOURTEENTH, secure speakers who will give addresses before C. of C. and other civic groups, and sell the newspaper industry and the idea of advertising;

FIFTEENTH, assist in securing the passage of the Federal Post Office bill to discontinue the printing of stamped envelopes, and lower the newspaper postal rates;

SIXTEENTH, secure co-operation between the dailies and the weeklies for the general advancement of both;

SEVENTEENTH, discourage cut-throat competition at all times;

EIGHTEENTH, urge all publishers to furnish an outlet list for the convenience of advertisers and advertising agencies;

NINETEENTH, urge publishers to keep an index system of advertising and job work, etc.

BESIDES the organization of the various districts, the Field Manager will visit the various shops of the state, and lend such assistance as possible in ironing out local difficulties. He should urge the publisher to keep up the advertising in his own local field, and if the situation is bad should lend his assistance in helping the publisher get the local advertising back on a normal basis. In visiting the various shops of the state, he can carry suggestions from one to another that will be helpful and very often profitable.

At this time it will not be necessary to touch upon the legislative activities of the Field Manager. However, he must represent the newspapers of the state during sessions of the General Assembly, and protect their interests at all times.

PRESIDENT BEMIS SETS UP RESULTS

AS TO the work being done by the Field Managers, Ed Bemis, of Colorado, president of the National Field Managers' Association, says:

"Our work is having its effect, and in selling our job and our service to the publishers of our state, we have unconsciously sold it to other industries, both state and national, and today you know that national advertisers, the big advertising agencies, the National Editorial Association, and newspaper representatives are recognizing that the proper contact with the newspapers of our states is through our field offices. We are the service agencies that these people have long needed, and we lend our service to them just as freely as we do to the publishers that we represent, for in so doing we are aiding the prosperity of the profession we represent."

All other professions and groups have effective working organizations. It is said that the cause of the present agricultural situation is due primarily to the fact that the farmers are not effectually organized. How about the newspaper profession? Is there nothing to be gained by effective organization in our profession.

ASSOCIATION : : : : PROGRESS

"HORRIBLE EXAMPLE"—Henry M. Ellis, managing director, Milwaukee (Wis.) Typothetae, returning from an extended tour: "Would it were possible to transplant a few of those who are not thoroughly sold on the benefits of organization. I would ask no greater punishment than that they be set out in a city which is not thoroughly organized. I am referring to a town of much less population and business volume than Milwaukee in which there are 208 printing companies, 170 odd with known telephone connections; a so-called organization with less than 20 printing plant members; no paid secretary; no organized activities; and competition that is competition, with no atempt at co-operation. There is utter disregard for all selling ethics; a real profit is unknown as a general result, and with only one or two exceptions there is no display of confidence among competitors. There are more plants, according to my informant, on a C. O. D. basis with supply houses than ever known in the history of the city, the ratio is growing and now is unbelievably large. All due to lack of organization and reasonable cooperation."

HENRY M. ELLIS, managing director of the Milwaukee Typothetae, who has been on a long leave of absence on account of ill health, has sent his resignation to the board of directors, stating that he thought this was the fair thing to do as his prospective period of absence remains indefinite.

OLE BUCK—Back on the job, sooner than expected. The field manager of the Nebraska association, and one of the pioneers in that line of co-operative work, is again in action at Lincoln, after an enforced vacation trip, and his health is greatly improved.

ASSOCIATION DATES

NOVEMBER

INDIANA WEEKLY PRESS ASSOCIATION, 4-5, Indiana University, Bloomington.

OHIO NEWSPAPER WOMEN'S ASSOCIATION, 4-6, Toledo, Ohio.

CALIFORNIA PRESS ASSOCIATION, 11-13, San Francisco and Alameda.

TEXAS EDITORIAL ASSOCIATION, 24-26, McAllen.

1928

CALIFORNIA NEWSPAPER PUBLISHERS, Jan. 20.

NORTH CAROLINA PRESS ASSOCIATION, Mid-Winter Institute at State University, Chapel Hill, Jan. 11-13.

NEBRASKA PRESS ASSOCIATION, Feb. 23-25, Grand Island.

NATIONAL ASSOCIATION OF STATE PRESS FIELD MANAGERS, May 23-27, Memphis, Tenn.

NATIONAL EDITORIAL ASSOCIATION, May 28-30, Memphis, Tenn. (Outing May 31-June 9).

INTERNATIONAL ADVERTISING ASSOCIATION, July 8-12, Detroit.

ASSOCIATION ELECTIONS

UNITED TYPOTHETAE OF AMERICA—A. L. Lewis, Toronto, Ont.; first vice-president, Frank J. Smith, Rochester, N. Y.; vice-presidents, Fred W. Gage, of Battle Creek, Mich., Frank P. Howard of Washington, D. C., and Donald Rein, Houston, Tex.; Treasurer, George R. Keller, Detroit, Mich. Executive council: William Pfaff, G. F. Kalkhoff, G. M. Markham, E. F. Eilert, A. W. Finlay, George K. Horn and J. C. Buckbee. Executive Committee (twenty districts): Kilby P. Smith, Boston, Mass., Robert J. Hausauer, Buffalo, N. Y., J. Horace McFarland, Harrisburg, Pa., C. Wm. Schneidereith, Baltimore, Md., C. M. Strange, Miami, Fla., Eugene Smith, Kenosha, Wis., A. E. Krauss, Columbus, Ohio, William Pfaff, New Orleans, La., E. Allen Walker, Des Moines, Ia., Claud Cross, Fort Worth, Texas, J. C. Buckbee, Minneapolis, Minn., Frank S. Crane, Topeka, Kan., B. F. Scribner, Pueblo, Colo., A. B. Howe, Tacoma, Wash., Fletcher Ford, Los Angeles, Calif., Gerald M. Markham, Montreal, Que., P. E. Kellett, Winnipeg, Man., J. C. Nicholson, Vancouver, B. C., G. Frederick Kalkhoff, New York, N. Y., James T. Igoe, Chicago, Ill.

MARITIME PROVINCES SECTION, CANADIAN WEEKLY NEWSPAPER ASSOCIATION—President, C. J. MacGillivray, Antigonish (N. S.) Casket; vice-president for Nova Scotia, Mrs. P. Fielding, Windsor (N. S.) Tribune; vice-president for New Brunswick, King Loggie, Chatham (N. B.) Commercial; vice-president for Prince Edward Island, A. R. Bernard, Summerside (P. E. I.) Journal; secretary-treasurer, H. B. Anslow, Campbellton (N. B.) Graphic.

GENESEE-LIVINGSTON (Mich.) PRESS ASSOCIATION—President, G. L. Adams, Fowlerville Review; vice-president, C. H. Reed, Clio Messenger; secretary-treasurer, A. Riley Crittenden, Howell Republican.

MONTANA PRESS ASSOCIATION—President, Joseph Gehrett, Laurel Outlook; first vice-president, R. G. Linebarger, Havre News-Promoter; second vice-president, T. F. Rucker, Malta Phillips County News; third vice-president, Leon Shaw, Billings Gazette; secretary-treasurer, H. Stanley Thurston, Judith Basin Press.

ADVERTISING BUREAU, NEW YORK STATE DAILIES—President, Louis G. Speidell, Mt. Vernon Argus; vice-president, Milton R. Miller, Batavia News; secretary-treasurer, Russel C. Harris, Utica Press.

TENNESSEE PRESS ASSOCIATION—President, Virgil Adams, Lenoir City News; secretary-treasurer, John C. Rodgers, Dyersburg State Gazette; chairman of membership, George H. Armistead, Sr., Nashville Banner.

TEXAS CIRCULATION MANAGERS ASSOCIATION—President, E. C. Davis, Beaumont Enterprise and Journal; vice-president, C. W. S. Lennett, San Antonio Express and Evening News; secretary-treasurer, H. E. Murphree, Houston Chronicle.

NORTHWEST TEXAS PRESS ASSOCIATION—President, George L. Inglish, Stamford Leader; vice-president, C. C. Hudson, Iowa Park Herald; secretary-treasurer, R. H. Nichols, Vernon Record.

UTAH STATE PRESS ASSOCIATION—President, Dr. M. Markus, Richfield Reaper and Salina Sentinel; secretary and treasurer, Mrs. Grace A. Cooper, Price News-Advocate; vice-president, Clyde A. Epperson, Kaysville Reflex and Ogden Post.

WASHINGTON PRESS ASSOCIATION—President, S. H. Lewis, Linden; treasurer, H. E. Vanommeren, Cashmere Record; secretary, Roy Rosenthal, Seattle University District Herald.

ASSOCIATIONS, and SMALL PLANTS—Nelson Stinson, New York, address to I. T. C. A.: "The first way the trade association can help the small plant is bringing its owner into an organization, the fundamental basis of which is co-operation—the successful and profitable operation of plants and development of the industry as a whole. *The association must give him something he can't get elsewhere.* An active member gains insight into his industry and into business in general. He learns how to market his product (job work, subscriptions, advertising, etc., are, of course, newspaper-printers' products.)

NATIONAL EDITORIAL ASSOCIATION NOTES, from H. C. Hotaling, executive secretary, gives the following recent high-lights in N. E. A. circles:

Montana is considering the matter of employing a Field Secretary.

The Mississippi Editorial Association will hold a two day session at Columbus just prior to the National gathering at Memphis, and then adjourn and attend the N. E. A. session in a body. The Arkansas and Texas Press Associations are making similar plans with a joint meeting at Texarkana.

Hollywood, Florida, is to go after the 1929 convention of the N. E. A. Salt Lake City, Utah, will be in the running when the votes are taken for the 1929 meeting. Milwaukee, Wis., which has been watching its chances for several years, is convinced that the 1929 meeting should come up into the lake region and in this they will have the backing of the Duluth Chamber of Commerce which wants to show to the publishers of America the beauties of the North Shore Drive. And then Wyoming, with the backing of the Federal Government, is of the opinion that a meeting held in Yellowstone Park would be just the proper thing.

Out of a membership of 320 in the National Editorial Association, Minnesota has but three who have not paid their dues for 1927. State Vice-President E. K. Whiting of Owatonna, is out to increase the North Star State membership to 350.

H. Z. Mitchell of the Advertising Committee contemplates a trip east shortly after the first of the year to make contacts with the leading advertising agencies. His plea will be in behalf of the rural press and he will endeavor to point out plans whereby it will be easier to use the country press.

Every publisher in America is to be invited shortly to write his congressman on the envelope question. The Legislative Committee are going out to win at the coming session of Congress. They are convinced that there are others who can see the dangers of the government entering the realms of private business.

No. 15246-A Make-Ready Table

WITH ADJUSTABLE LEDGE

Another convenience for the printer; further evidence of the aggressiveness and forsightedness of those who are continually striving to make it easier for the printer to do his work *right*.

The table top is zinc and may be tilted to any angle desired to obtain proper light when in use.

On front of table edge is a movable steel bar which, when raised and moved slightly to the right, becomes an edge sufficiently high to prevent paper from sliding off. When table top is level this raised edge is not needed but when on an angle it is of utmost importance. As now constructed, the raised ledge is instantly available, when needed, and when not needed it is quickly dropped to a level with the table top. Illustration shows the ledge raised in proper position for use when top is tilted.

Table is made in three convenient sizes, with or without castors, as desired.

Height to top when horizontal, 41 inches.

Double wheel swivel castors are used.

No. 15246-A—36 x 48 in. Top with castors.
No. 15246-B—Same as No. 15246-A but without castors.
No. 15246-C—32 x 42 in. Top with castors.
No. 15246-D—Same as No. 15246-C but without castors.
No. 15246-E—24 x 32 in. Top with castors.
No. 15246-H—Same as No. 15246-E but without castors.

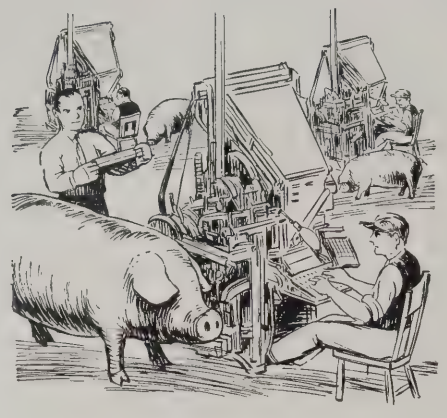
Manufactured by

FOR SALE BY ALL PROMINENT TYPEFOUNDERS AND DEALERS EVERYWHERE

THE HAMILTON MANUFACTURING COMPANY

EASTERN OFFICE AND WAREHOUSE: RAHWAY, N. J. TWO RIVERS, WISCONSIN

A-S.C.B.-527. (Printed in U. S. A.)

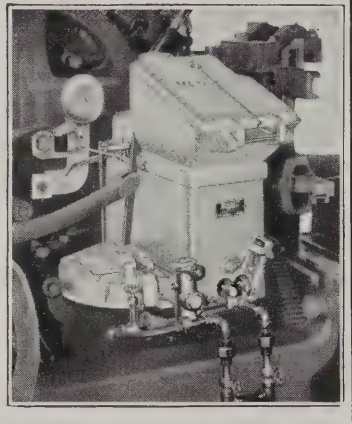


PIGS in Your Composing Room—*How Much Are They Costing You?*

Every time you pig metal there is a loss through oxidation. Why waste this valuable metal and incur the heavy expense of hauling, dumping, remelting and molding that goes with metal furnace operation? The MONOMELT SYSTEM eliminates the metal furnace and ends all these losses. It is the biggest money saver in the composing room.

The MONOMELT SYSTEM installed in your plant would:

1. **Increase production 10% to 25%.**
2. **Cut metal drossage 75%**
3. **Clean and purify type metal.**
4. **Insure clearer and sharper type faces.**
5. **Produce solid slugs.**
6. **Eliminate hot and cold metal.**
7. **Save time, labor and floor space.**
8. **Prevent sunken and defective letters.**
9. **Eliminate remelting furnace.**



You can banish pigs forever with The MONOMELT SYSTEM

THE MONOMELT COMPANY

1611-1615 Polk Street, MINNEAPOLIS, MINN.
CHICAGO — **503 Transportation Building**
NEW YORK — **1009 World Building**

Send this coupon for full particulars

We have the following machines:

No. of Machines	Make	No. with Gas Pots	No. with Electric Pots
	LINOTYPE INTERTYPE LINOGRAPH		

LUDLOWS ELRODS MONOTYPES

Firm Name .....

Street No. .....

City and State .....

Signed by ..... *Title* .....

NPJ 12

ROUND-TABLE

RESULTS—"Time was when editors used to take in cordwood and eatables from farmers in payment for subscription, but now some of them have become so well off in their own name that they pass on some of the good things for brother editors," notes Will Schempp of the Brodhead (Wis.) *Independent-Register*. "Bob Coe sent over a case of Whitewater peas as a gift to ye editor, and just as soon as the lady of the house gets back on the job we're going to hook one can and save the rest for company. Thanks a lot, Bob."

The MAGIC TOUCH in the FIELD of JOURNALISM and PRINTING

JOHN H. HARRISON, Danville (Ill.) Commercial-News, President Inland Daily Press Association: "There is no magic touch in circulation—just the difference between giving a good newspaper and a poor newspaper, no matter what anyone thinks or says. A phantom rival goes out on the street with my paper every edition. I have got to beat that phantom rival whether it is on local news of the regular run or the big story calling for an extra. I have proved to myself that publishing a newspaper up to my own standards means success. I have insisted that John Harrison be pleased, first, with the newspaper. The public has responded gratifyingly."

MONTANA ADOPTS FIELD MANAGER PLAN—Signers-up include, at the outset: Anaconda *Standard* $100, Livingston *Enterprise* $100, Missoula *Missoulian* $100, Great Falls *Tribune* $100, Billings *Gazette* $100, Western Newspaper Union, Billings, $100; Montana Newspaper Association $100; Phillips County *News*, Malta $100; J. Gehrett, Laurel *Outlook* $40. The following pledged $25 each: Stanford *Press*, *Carbon County News*, Red Lodge *Cut Bank Pioneer-Press*, Harlowton *Times* and Broadus *Examiner*. President Leipheimer announced that he knew of several other contributions that could be counted upon and that the needed amount, $1,200, was assured.

APPRECIATION—A Washington (state) member to the field manager, Fred Kennedy, as noted in a western association bulletin: "Your organization can well be compared to the fire department. Every person lives in the hope his property will not burn—yet he insists upon a fire department. It is likened unto insurance of every description—money invested for protection. Your association is your protection, and like your insurance nothing can be collected until the occasion arises which permits the collection—it is ready to serve when you call. If you do not call it can only serve in a general way which would affect you only indirectly."

ANOTHER STATE SURVEY—Prof. John H. Casey, Oklahoma U. school of journalism is getting this information, state-wide: "Prevailing proportions of local and national advertising, methods of building a circulation, of maintaining a paid-in-advance subscription list, of obtaining legal advertising, the kinds of special editions which have proved profitable, and the economical equipment and operation of a newspaper plant."

POSTAL RATE & ENVELOPE NEEDS—United Typothetae of America resolutions: "RESOLVED, that in reiterating our insistence upon modernizing the mailing of the hundreds of millions of circulars, catalogues, price lists, and similar busines literature produced by the printers of America and now mailed under the inconvenient and unjust 'jump rate' method, we also extend our thanks to the Postmaster General and his assistants for their official recognition of our plea for relief; *and be it further*

"RESOLVED, that since the statistics of the post office show that the gradual increase of rates on mail matter of the second class in the act of 1919 resulted in a decreased patronage by publishers and a consequent loss in revenue to the post office after 1920, we demand that the rate be reduced to that prevailing previous to 1920.

"RESOLVED, that in transmitting these resolutions to the Postmaster tions of that form of government entry into private business involved in supplying printed corner cards on stamped envelopes, reaffirming the position taken by previous conventions; *and*

"RESOLVED, that in transmitting these resolutions to the Postmaster General and Congress, we respectfully urge prompt consideration of the proposed general revision of the postal rate structure and its early submission to Congress, to the end that the existing inequalities in the several classes be harmonized and new rates determined which will so stimulate and extend the mailing of printed matter in the different classifications as to contribute materially toward a reduction of the postal deficit."

Concerning the newest trend in Advertising Typography

BOLDFACE ROMAN is now much in evidence in the typography of many national advertisers. Used in simple, straightaway set-up, the lines widely opened with leads, it makes a very readable and smart style . . . a style that is good for advertising, because it enforces a concise handling of the copy.

Trenholm Bold, used here for the first time, is ready in sizes 14 to 48 point. Also ready is Trenholm Oldstyle, complete from 6 to 72 point. A beautiful Cursive is being cut in the same normal weight as the Oldstyle. Advance specimen sheets on request.

BARNHART BROTHERS & SPINDLER

Chicago Washington, D. C. Dallas Omaha Seattle
Kansas City Saint Louis Saint Paul Vancouver, Canada

Dettner Hand Drawn Rules

Johnsonized

WE OFFER the following machines from our stock, guaranteeing the presses to be thoroughly remanufactured and free from defective material and workmanship, and complete with all regular equipment as furnished with similar machines when new. The services of a competent mechanic are included without charge for his time, to superintend the erecting in your office.

One No. 2–0 Miehle Press, bed 43 x 56″, four pages seven or eight column, four form rollers, table distribution, trip, combination printed side up and down delivery; a modern high grade machine for book, catalogue, newspaper and job printing; guaranteed register.....$3900.00

One No. 1 Miehle, bed 39 x 53″, four pages, seven 13 em columns, or eight column 12 em, four form rollers, table distribution, trip, combination sheet and fly delivery, guaranteed register.....$3700.00

One No. 2 Miehle, bed 35 x 50″, four page seven column 12 em, four form rollers, table distribution, trip, convertible sheet and fly delivery.....$3500.00

One No. 3 Miehle, bed 34 x 46″, four page six column, four form rollers, table distribution, trip, convertible sheet and fly delivery, a high grade job and book press.....$2900.00

One Pony Miehle, bed 26 x 34″, late style, table distribution and trip, convertible sheet and fly delivery, guaranteed register.....$2100.00

One Babcock Optimus Two-revolution, bed 39 x 53″, four pages seven column 13 em, or eight column 12 em four form rollers, table distribution, trip, front printed side up Optimus delivery; a very good combination press.....$3100.00

One Babcock Optimus bed 34 x 47″, four page six column or seven column, 12 em, four form rollers, table distribution, trip, front printed side up delivery, a very satisfactory job machine, price.....$2700.00

Campbell Century Two-revolution, bed 43 x 56″, four page seven or eight column, four form rollers, table distribution, trip, positive front fly delivery, Miehle style bed motion, a very good combination machine, at.....$2900.00

One Huber Two-revolution, bed 37 x 52″, four page seven column, four form rollers, table distribution, trip, front fly delivery; a strong, high grade machine $2800.00

One Huber Hodgman, Two-revolution, bed 31 x 43″, four form rollers, table distribution, trip, combination sheet and fly delivery, block bearing bed motion, guaranteed register, for the finest kind of book, catalogue and color printing; good enough to go into any shop.....$2800.00

One Whitlock Two-revolution, bed 34 x 47″, four page six column, four form rollers, table distribution, trip, front fly delivery, price.....$1900.00

Campbell Two-revolution, bed 42 x 60″, four page seven or eight column, four form rollers, table distribution, trip, front fly delivery.....$1800.00

Send for a complete list of Johnsonized Machinery; folders, stitchers, paper cutters, automatic feeder units, job presses, etc.

C. I. Johnson Mfg. Co.

Furnishers of Complete printing outfits.
Agents for all standard makes of new machinery.

48 East 3rd Street Saint Paul, Minnesota

ROUND TABLE

MAKE DECISIONS!—Merle Thorpe in *Nation's Business*: "I was invited to luncheon recently by a well-known executive. In the ten minutes I sat in his office I realized for the first time why some men earn $100,000 a year.

"An assistant entered. The chief put a few pertinent questions, then nodded 'all right.' The next caller received a negative as promptly. A telephone call. A query as to foreign exchanges, deliveries, then a laconic, 'better ship it.' Another assistant with a paper to sign. The colloquy involved a sum of six figures. In two minutes the paper was signed. And so on.

"As we started to luncheon, I asked, 'How do you do it?'

"'I play my first hunch,' he replied. 'I learned by experience that my first hunch was, nine times out of ten, the conclusion which I should have reached if I had taken several days of analysis, study, conference'."

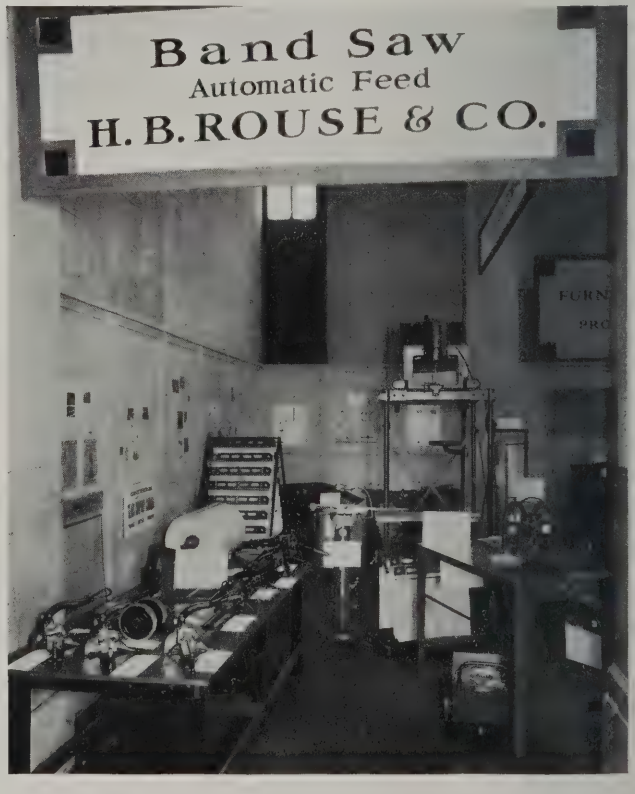
"Success in business, then, is only a matter of good guessing?"

"'Not guessing,' said he. *'Such hunches are drawn out of a deep well of experience, observation, and study.* Background, that's it. Or second nature. Or a sixth sense. Call it what you will, but not guessing'."

MANUFACTURERS : : SERVICES

THE MONOMELT COMPANY—W. H. F. Thompson, president, announces concentration of factory and offices at 1611 Polk St., Minneapolis, Minn. The new factory has 8,500 square feet for production. A Chicago district sales and service office is established at 503 Transportation Bldg., and the New York office continues at 1009 World Bldg.

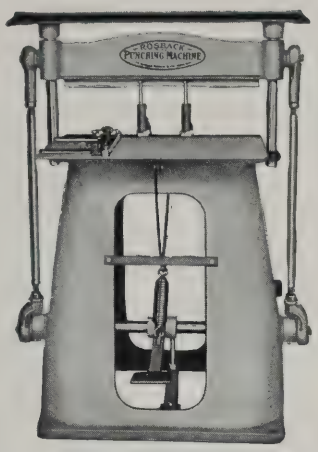
ATLANTA NEWS SERVICE—L. T. Jones, manager; 416 Wesley Memorial Bldg., Atlanta, Ga., just established to furnish wire news and features.



NEW BAND SAW FEATURED AT EXPO

H. B. ROUSE & CO.—The Graphic Arts Exhibit showed (foreground) on an orange-and-black table—the Craftsmen's colors—the lead cutting tools and hand-mitering machines, and the new all-measure job stick. Further along were the Rouse newspaper files, the rotary miterer, tympan paper holders and lifts. The new band saw with automatic feed, and its inventor, A. H. Narrow, received many

The ROSBACK Pony Six Multiplex Punching Machine



Price of Foot Power With Two Heads - - - $165.00
F. O. B. Factory

This is the Original Combination machine for punching round, open or special shapes of holes, Perforating like Postage Stamps, Round Cornering and Tab Cutting.

Attachments are one piece heads, easily placed in position and takes less than five minutes to make the change.

Two round hole heads complete with punches and dies ARE FURNISHED with the machine.

Other attachments can be purchased at any time.

Built in Foot Power, Belt and Motor Drive Units.

IT GROWS WITH YOUR BUSINESS

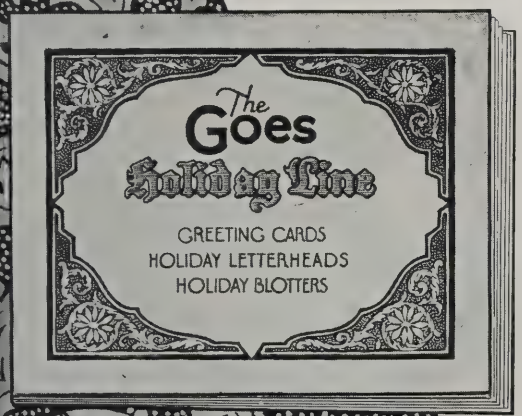
MANUFACTURED BY

F. P. ROSBACK COMPANY

BENTON HARBOR, MICHIGAN

Sold by dealers everywhere

Cold Prospect or Warm Friend?



ONE sure way to close a sale is to show your prospect something better, something different, something especially suited to his needs. Nothing else can so hearten your salesmen, nothing else so surely turn cold prospects into warm friends.

With the Goes Holiday Line you *can* turn cold prospects into warm friends. A Goes Holiday Line Portfolio plus a few well chosen sales points will close many an order—make many friends

It is a beautiful line—one that will attract immediate attention. It includes Holiday Letterheads—Greeting Cards—Holiday Blotters—each subject produced by the incomparable Goes Direct Process of Offset Lithography. The samples are arranged in an attractive, convenient Portfolio, size 11 by 14 inches. With each Portfolio is sent a group of 28 pertinent sales and greeting letter suggestions.

Write for this splendid piece of sales equipment today. It will cost you 50c plus postage but it will be worth far more than that amount to you. It will produce orders for you.

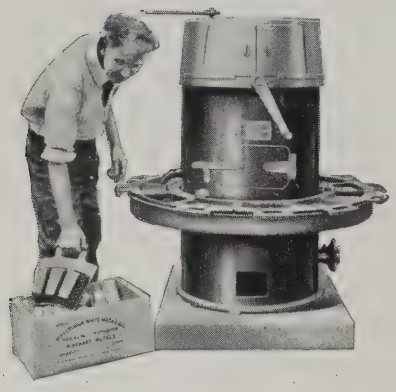
Send, too, for the Goes Calendar Pad Catalog showing our 90 styles of Calendar Pads. Free on request.

GOES LITHOGRAPHING COMPANY

41 WEST 61st STREET CHICAGO, ILLINOIS

3561

DOUBLE QUICK
Automatic Metal Furnace



A Double Saving
First, on the Installation Cost and Second, on the Operating Cost

NO other automatic metal furnace sells at anywhere near the Double-Quick Automatic price. No other automatic metal furnace is so economical to operate. The double use of heat saves Gas, Metal, Time and Money. And you get CLEANER INGOTS.

More than 1,500 now in use. Ask your dealer or write direct.

AUTOMATIC FURNACE CO.
547 West 23rd St., New York

Here's How To Cut Composition Costs

This Way

Millions of dollars in the aggregate are tied up in standing forms. How much of your money goes to make up this total, and unnecessarily so?

If you have a standard job press you are equipped to mold your own Certified mats from which you can make your own stereotypes upon a moment's notice.

If you are interested in saving yourself some money, and giving your customers even better service, our Certified Printers' mat proposition should appeal to you.

Certified Dry Mat Corp.,
338 Madison Ave.,
New York, N. Y.

Date.....

Gentlemen:

You may send us a sample of your Certified Printers' mat, together with full particulars. There's no obligation on our part.

NAME .....

ADDRESS .....

By ..... Title.....

ROUND TABLE

enthusiastic compliments during the demonstrations, followed by a rapid trip through the east making many installations. The New York *Daily News* was one of the plants to install the device immediately after the show. Others were installed in New York, Philadelphia, Baltimore, Montreal, Boston, and Toronto. The Rouse management stated that the results of the exhibit were a decided compliment to the selling power of the Graphic Arts Exposition.

THE HOWARD PAPER CO.—From the main offices at Urbana, O., just received: "Portfolio of Productive Letterheads". Envelopes, letterheads and office forms are shown as the portfolio is opened, and there are all kinds of good things in it for the "idea man". Handy in form for showing customers.

LANSTON MONOTYPE CO.—Vol. XXI, No. 72, of "Monotype" reprints a series of six advertisements appearing October 1926 to 1927, with introductory text pages containing a short story of Monotype growth and service, the typographic arrangement by Bruce Rogers. Great treat for lovers of fine typography.

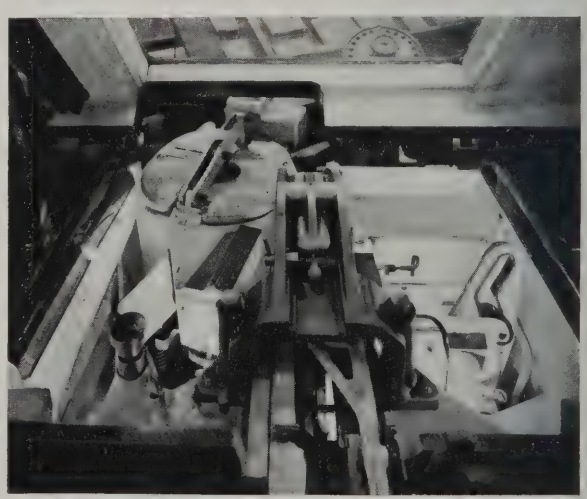
HAISLET HAS A NEW HAT

JOHN L. MEYER, editor of the NATIONAL PRINTER-JOURNALIST, of Milwaukee, offered a prize of a new hat to be awarded at the recent meeting of the National Association of Field Managers. One prize was for the best account of the best piece of work done by a field manager during the past year. The prize was awarded to Sam S. Haislet, the state Field Secretary for Minnesota, for the comprehensive survey of the Minnesota papers to be used for the benefit of space buyers for national advertisers. It recognized the fact that Mr. Haislet has been doing a fine piece of work and is making membership in the Minnesota Association well worth all that it costs the members. If you are not already a member here is your opportunity.—*Pollocks' Newspaper News.*

FORT DEARBORN PAPER CO., Chicago—Announces opening of a Milwaukee office at 5058 Plankinton Arcade Bldg., Harry W. Bowers is resident manager.

PRODUCTION METER SERVICE CORP.—W. C. Thompson, general manager, Chicago, is demonstrating the visual, central-system production and cost control devices of the company, including graphic schedule, a meter tracing operating records of each machine and totalizer, and counter, also electrically operated. This equipment is arranged in the office, and special switches and signals are provided where needed.

A COMPLETE RECORD of the Ludlow speed demonstrations held at the Graphic Arts Exposition in New York, is now printed in attractive booklet form for free distribution. It lists names of Ludlow contest winners, shows samples of the work produced during the tests, together with accurate records of the time required for Ludlow composition of the seven pieces of test copy. Single type estimates, it states, were consistently 100% to 300% greater than the time required for Ludlow composition. Copies free on request.



INNER MECHANISM STRIKINGLY DISPLAYED

LUDLOW TYPOGRAPH CO.—A Ludlow specially constructed with glass top at the Graphic Arts Expo, demonstrated just how the device casts, trims, ejects and conveys. No machine changes, it was shown, are necessary no matter what size face is cast, in the delivery mechanism.

A MONITOR EQUIPPED PLANT

Mr. Schmidt has in his plant:

A Monitor Power Simplex Punch
A Monitor Power 28-inch Perforator
A Monitor No. 303 Stitcher
A Monitor Round Corner Cutter

He says.

"I have used Monitor machines for thirteen years. They always gave real service with very little attention so naturally I equipped my new plant with Monitor machines."

[*Photo shows bindery section of the Schmidt Printing Co., Chicago*]

LATHAM MACHINERY COMPANY

1153 FULTON STREET, CHICAGO

NEW YORK: 461 Eighth Avenue PHILADELPHIA: Bourse Building BOSTON: 531 Atlantic Avenue

FOR IMMEDIATE SHIPMENT AT ALL SELLING HOUSES

Printing Machinery and Supplies

American Type Founders Company

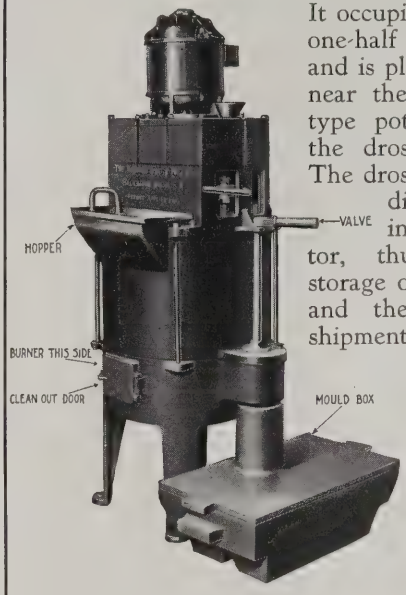
Boston, Mass.
New York City
Philadelphia, Pa.
Richmond, Va.
Baltimore, Md.
Buffalo, N. Y.
Pittsburgh, Pa.
Cleveland, Ohio
Cincinnati, Ohio
Atlanta, Ga.
Detroit, Mich.
Chicago, Ill.
St. Louis, Mo.
Milwaukee, Wis.
Minneapolis, Minn.
Kansas City, Mo.
Des Moines, Iowa
Denver, Colo.
Portland, Ore.
San Francisco, Cal.
Spokane, Wash.
Los Angeles, Cal.

Chandler & Price Presses
C. & P. Craftsman and Auto Clamp Power Cutters
Colt's Armory Presses
Cutters and Creasers
Boston Wire Stitchers
Boston Staple Binders
Challenge Machinery Co. Products
Lee Two-Revolution Press
Diamond Power Cutters
Hamilton Manufacturing Co. Wood and Steel Equipment
Kelly Automatic Presses
F. P. Rosback Co. Products
H. B. Rouse & Co. Products
Type, Borders and Ornaments
Metal Leads and Slugs
Brass Rule and Metal Furniture
Potter and Poco Proof Presses
Vandercook Proof Presses
Southworth Machine Co. Products

SET IN GOUDY EXTRABOLD AND ITALIC TEAGUE BORDERS

THE MONARCH METAL RENOVATOR

—is used in stereotyping departments for the direct reclaiming of new metal from dross.



It occupies but two and one-half feet of space and is placed preferably near the larger stereotype pots from which the dross is skimmed. The dross can be immediately thrown into the Renovator, thus eliminating storage of same in cans and the packing for shipment to the smelter. The Monarch Metal Renovator will reclaim 85% new metal from your dross thereby effecting a substantial saving and maintaining the quality of your metal.

Write for Particulars

The Monarch Engineering & Mfg. Co.
1206 American Bldg., Baltimore, Md., U. S. A.
WORKS, CURTIS BAY, MD.

Daily Newspapers Need the ROCKAWAY Automatic Space Band Cleaner

The ROCKAWAY Automatic

Will Clean Your Linotype and Intertype Space Bands Faster, Better, More Economically Than It Has Ever Been Done Before. It Applies Graphite in Just the Right Quantity.

Machine Sent on 10 Days' Trial

The Rockaway Co.
4926 Vliet Street Milwaukee, Wisconsin

ROUND TABLE

SUPPRESSING NEWS—A feature of the University of Kansas Department of Journalism's annual newspapermen's round table, Oct. 14-15, was a discussion over "what to print and what to leave out".

"For twenty-eight years I printed everything I could lay my hands on," said H. C. Sticher, Osage City *Free Press*. "Now, when anyone asks me to leave out things that hurt the reputation of a family, I usually do. News rarely is of such importance as to merit printing at the expense of the anxiety it might cause." Applause indicated the sentiment was well received.

CHARLES E. SHUPE, secretary of the Challenge Machinery Co., Grand Haven, Mich., who passed away Oct. 6, 1927, at the home of his sister in Milwaukee, where he had gone for medical treatment, was among the most widely and favorably known men in the printing machinery field. His hosts of friends, who knew him as a robust, vigorous and genial man of great ability—and always ready to share his knowledge — will be surprised to learn of his passing. It developes that a severe attack of pleurisy a year ago brought on a severe breakdown. To the last he expected to be able to return to his duties at Grand Haven, momentarily. He had spent the past winter in California. Mr. Shupe was a native of Canada, and always interested in machinery. He was born in St. George, in 1866, and in 1892 married Miss Lizzie Lee, daughter of James L. Lee, then president of The Challenge Machinery Company. Mr. Shupe and J. Edgar Lee, Mrs. Shupe's brother, gradually took over the active management of the large printers' supply business and have been as closely associated as two men could well be. Mr. Shupe was a prominent Mason.

CHARLES R. SHUPE

BETTER : : : : : CIRCULATION

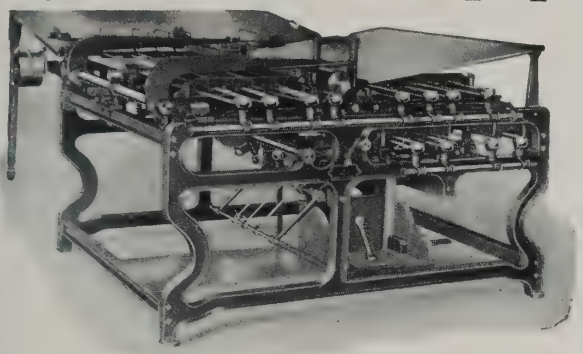
REMINDS HIS READERS STRIKINGLY

LOUIS H. ZIMMERMANN, Burlington (Wis.) *Standard-Democrat*, and secretary of the Wisconsin Press Association, recently ran a good news story headed, "1862 *Names in Last Issue of This Paper.*" The story points out that all these names were of residents of Burlington and environs; calls attention to the news values of the items in which they appeared, and otherwise emphasized "service"; the total number of names is distributed by towns and communities, and concludes: "Through news interest readers are established for its advertising column—readers who in turn become just as enthusiastic readers of advertisements, for the right kind of advertising is in itself news."

SOME WAYS OF GETTING CIRCULATION

THERE ARE a number of ways of getting circulation—free distribution, solicitors, contests and premiums being the most frequently used. Our experience in Snohomish causes us to believe that the most efficient plan is a combination of these several methods. In town we have 100 per cent coverage. In the rural districts we use a combination of solicitor and premiums (the premium being three free want ads) and a careful solicitation of all the rural routes on this basis secured for us a 92 per cent coverage. This gives us a 95.3 per cent coverage. Thus we can show merchants that it costs them less to run a page or half page in our paper than it would cost them to circularize town and rural districts by mail and carrier, even though they have their printing done at some of the cut-rate printing establishments. It is a powerful argument. Any paper which

If you do considerable printing other than your own newspaper—*the*



MENTGES NO. 2
Newspaper and Periodical Folding Machine
Is Doubly Desirable

"We are handling five magazines on our Mentges. Two are 11"x14" in size and are printed on 50 lb. machine finish book paper. The other magazines are 9"x12" and are printed on 60 lb. enamel book paper.

The machine handles 8's and 16's nicely at good speed and the work is entirely satisfactory."

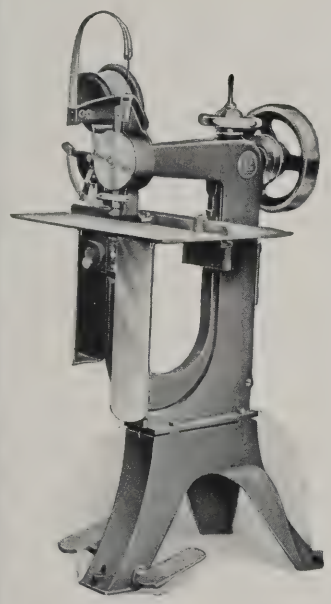
The Florida Farmer Co.
Jacksonville, Fla.

This is just another voluntary expression of satisfaction from one of our many users ⟶

Write for full particulars today

The Mentges Folder Co. - - - Sidney, Ohio

Builders of Profitable Folding Machinery



THE DEPENDABLE No. 4

BOSTON
WIRE STITCHER

ONE of several Boston Wire Stitchers that have been popular in the printing and binding industries for nearly a quarter of a century. This long period of service—the fact that most of the early installations are still in satisfactory operation—is the buyer's assurance of the extraordinary efficiency of Boston Wire Stitchers. Boston values are intrinsic, not speculative. Annual depreciation and maintenance expense are low. Operators appreciate Boston simplicity and easy handling. *Turning the handwheel to gauge thickness of work adjusts all parts.* No. 4 Boston capacity, ½ inch. Flat and saddle table.

All Regular Models and Spare Parts carried in Stock at Selling Houses

GENERAL SELLING AGENT

American Type Founders Company

Sold also by BARNHART BROTHERS & SPINDLER, all selling houses; in Mexico and South America by NATIONAL PAPER AND TYPE COMPANY; in Canada by SEARS COMPANY CANADA LIMITED, Toronto-Montreal-Winnipeg

SET IN GRAVURE SERIES CLOISTER OLDSTYLE AND ITALIC AMERICAN BORDER NO. 630

Chasing 'em Wild?

Maybe you see how landing a fat job depends on furnishing an envelope a bit unusual in shape or color or size—but try to get it! Hardly a chance unless you make a special order of it that may take fatal days—or weeks—of delay in delivery, besides costing overmuch and risking disappointment all the way.

End your wild goose chasing the way thousands of successful printers have done for more than 20 years.

Get Western States Free Price List No. 29—listing over 600 separate styles of envelopes in every conceivable odd style, color, shape and size *carried as regular stock. More than 20 million ready for immediate shipment.* Ask today!

WESTERN STATES ENVELOPE CO., *Milwaukee, Wis.*

Will You Pay $2.00 for a Real Idea?

Of course, you will—any usable idea worthy of the name is worth the sum of $2.00

"NPJ"

contains at least a dozen usable tried-out ideas monthly some of which you can apply profitably to your business.

We Guarantee---

that you will find a year's subscription a most profitable investment—if not, we will refund your money.

A Dozen or More Ideas Monthly at a Modest Subscription Price of $2.00 per Year

ROUND TABLE

does not have a 75 per cent coverage of its field is not giving itself or its advertisers a square deal. The publisher has neglected his most important duty.—Thomas E. Dobbs, Snohomish (Wash.) *County Tribune*, in "Washington Newspaper".

SALARIED SOLICITORS BEST, HE SAYS

Neal Snyder, South Bend (Ind.) *Tribune*: "We feel that when our solicitors are on salaries that they cover a rural route more thoroughly, calling on every home trying to make a sale, not picking the easy ones, leaving the rest go, so that after a solicitor has been over a route it has been thoroughly covered.

"We expect our solicitors not only to sell the paper but me have at various times used premiums, insurance and other items, which the solicitors have had to sell to old subscribers as well as new. In fairness to the solicitor we could not ask him to sell these on his own time which he would be doing if he was on a commission basis.

"There is no tendency for solicitors, when on a straight salary, to cut rates in their eagerness to secure subscribers, taking the loss out of their own profits, thereby causing ill feeling among old subscribers, who feel that they have been discriminated against.

"We know that it is easier to keep good solicitors when on straight salary."

CIRCUS TICKETS HELP BOYS DO WELL

The Houston (Tex.) *Chronicle* paid a lot of money for tickets to Ringling Bros. and the Barnum and Bailey circus because of an offer of a free ticket to every boy and girl in Houston, who secured two new four-month subscribers to the *Chronicle*.

Full-page circulars were printed and inserted in copies of the *Chronicle*, which were delivered to Houston subscribers and to houses where there were no subscribers.

"There had been no circus in Houston for a long time and the boys and girls of Houston were circus hungry," according to E. C. White, circulation director. "The stunt went over big."

ACCOUNTING : : MANAGEMENT

POINTERS ON STORAGE FOR BRASS RULE

Craftsmen's Bulletin: "There are ten 'alleys' in this composing room, with two compositors working in each one of them. Each alley is completely equipped with cases containing leads, brasses, 6- and 12-point slugs, a large quantity of labor-saving metal furniture, type spaces and quads, and three brass rule cases. (This material is in addition to certain type faces, in series.) The three brass rule cases in each alley contain a full supply of the following kinds of rule: No. 1, 2-point 'hair-line-face' rule. No. 2, 1-point 'hair-line-face' rule. No. 3, 3-point 'I-face', or that having a 1-point face. These three faces and widths of labor-saving rule have been found most useful for the work produced in this plant.

"The practice of the management is to have these cases kept constantly filled with the rule, this being attended to by the distributors. It is also the practice to keep all rule clean and free from dried printing ink. When used rule is removed from dead forms, the distributors must clean it with a cloth, 'scraper' and benzine. The pressmen are not permitted to *scrape* the face of brass rule in any form with a knife or other tool. Badly-worn or damaged rule is discarded by the distributors, or by compositors correcting forms when the proofs indicate such conditions. In this way the rule cases are always kept supplied with good rule.

"In addition to the special rule cases in each alley, there is one alley arranged exclusively for the storage of all other kinds of labor-saving brass rule used in the composing room, such as 2-point full-face rule, 3-point full-face rule, 6- and 12-point full-face rule, and border rule of various designs and widths. This exclusive 'brass rule alley' may be visited by any compositor working in the room who may require material from it, but it is the duty of the distributors to keep close watch on this department so that cases will not become 'mixed' by careless compositors. The system referred to is saving time and money, and is preventing wastage of brass rule. It also helps in making the finest presswork possible."

CUTTING PRICES; SOME OF THE RESULTS

The Imprint: "It is folly to depend upon a cut in prices to increase your sales. In support of this statement is given the table figured on a basis of selling on 25% profit:

"A price cut of 5% means that the volume of sales must increase 25% to replace the profit lost.

"A price cut of 8% means that the volume of sales must increase 47% to replace the profit lost.

C & G Trimmiter

ERIC MORELL *of* OMAHA *speaking:*

[3 Gordon Shop]

"Well pleased with Trimmiter — serving us well — could not do without it *in this little shop.*"

C & G Trimmiter is not only a big-shop saw — it is a time-saver and money-maker in *every shop.*

Write for Complete Description

Cheshire & Greenfield Manufacturing Co.

182 E. CLYBOURN STREET, MILWAUKEE, WIS.

C & G Router, Jig-Saw and Type-High Machine

MILLER SAW-TRIMMER CO.

Miller Automatic Feeders
Miller "High-Speed" Presses
Miller Craftsman Units
Miller Ideal Units
Miller Saw-Trimmers
Liberty Folders

C. & P. Gordon Presses
C. & P. Lever Cutters
C. & P. Power Cutters
Advance Lever Cutters
Diamond Power Cutters
National Power Cutters

Write for Descriptive Matter, Prices and Terms

Main Office and Factory, Pittsburgh, Pa.

Branches:

Atlanta, Boston, Chicago, Dallas, Detroit, Los Angeles, Minneapolis, New York, Philadelphia, San Francisco

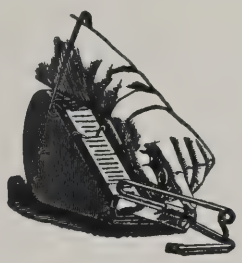
Electrotype Specialists

Experience has taught us how to handle exceptional jobs in halftone and color so that impressions from electrotypes are equal in quality to reproductions from the original engravings.

We are serving and satisfying a growing clientele with Lead Mould Electrotypes and Nickeltypes of precision and exactness for their particular work.

Badger Electrotype Co.

129-135 Michigan St., Milwaukee, Wis.



THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet

The Robert Dick Mailer

137 W. TUPPER ST. BUFFALO, N. Y.

Dependability - Practicability - Durability - Value

The Margach Feeder

for

Linotypes, Intertypes, Monotypes, Ludlows, Elrods

Eventually — Why Not Now

(With apologies to Pillsbury)

What other article is guaranteed for ten years against further cost than the $75.00 for a Margach?

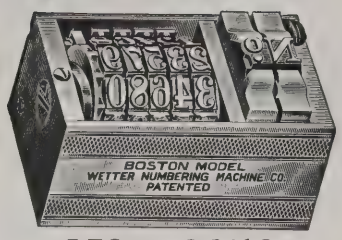
And what other accessory to the typesetting machine can fill an entire newspaper page with agate lines of SATISFIED users?

Margach Manufacturing Co.

Incorporated

213 CENTRE STREET NEW YORK

WETTER **LOW PLUNGER** **Numbering Machines**



Can be "locked" in the form the same as type and sometimes with type — enabling you to Number and Print at one operation.

Will enable you to do your numbering quicker.

Will prevent your work being seen by competitors.

In every way more satisfactory than sending work out to be numbered.

ALL DEALERS

No. 12356
FACSIMILE IMPRESSION

WETTER NUMBERING MACHINE COMPANY
Atlantic Ave. and Logan St. **Brooklyn, N. Y., U. S. A.**

MEGILL'S GAUGE PINS

for Job Presses

Spring Tongue Gauge Pins, $1.80 doz.
Reg. U. S. Pat. Office.

Always uniform and dependable. We make many styles. Send for illustrated circular.

Sold by reliable dealers or direct.

THE EDWARD L. MEGILL CO.
EST, 1870
761 Atlantic Ave., Brooklyn, N. Y.

New FORREST HOTEL

49th Street just West of Broadway
Adjoining the Forrest Theatre

NEW YORK

A recent addition to New York's new hotels; in the heart of the theatre and business district and within easy access to all transportation lines.

The Forrest offers beautifully furnished and sunny rooms; circulating ice water; restaurant at moderate prices.

300 Rooms (each with bath and shower)
$3 Upwards

Large Garage opposite Hotel

Booklet with map sent upon request

WM. F. THOMANN
Manager

ROUND TABLE

"A price cut of 10% means that the volume of sales must increase 66⅔% to replace the profit lost.

"A price cut of 12½% means that the volume of sales must increase 100% to replace the profit lost.

"A price cut of 15% means that the volume of sales must increase 150% to replace the profit lost."

DISPOSAL OF LEFT-OVER INKS

CANADAINK: "Inks are bound to accumulate, no matter how hard one tries to use them up by various ways. A good plan is to keep inks separated as to colors—at the same time separating the full cans from those opened or partly used. When a job comes in that requires a quantity of any color, it is a simply matter to take the old inks of the particular color wanted, mixing them together with a little reducing varnish, then by adding the necessary toner it is possible to get the shade required. This, of course, applies mostly to offices that are not conveniently situated near an ink factory. We do not advise this if it is possible to have it attended to by an ink man. There is every certainty that his price for re-mixing will be as reasonable as possible, and his skill and experience enables him to produce a better working article. Inks can always be reground except where they have been allowed to dry too hard."

SHORT CUTS THAT KEEP DOWN COSTS

CLARK F. WAITE, San Pedro (Calif.) *Daily Pilot*, in California bulletin: "Of course, the page cost in dollars and cents does not tell the whole story. We have efficient men, and I believe, an efficient plant. There is seldom a hand set line in the paper other than the first page streamers. Most of the display lines over 14 point are set on the Ludlow.

"We also keep down our composing room costs by using very few features that do not come in complete mat form.

"Conditions vary so much in different fields that there must be a wide range of costs. For illustration, take a comparison of the mechanical cost and circulation expense. Last month our circulation expense per page, due to some promotion work we are doing in the face of stiff competition and free distribution, was more than our composing room cost. This, of course, would not be true in a non-competitive field, although there should be no great difference in mechanical costs. Here are our page costs last month:

General Office	$7.98
Editorial	3.42
Mechanical	6.77
Advertising	3.50
Circulation	7.55

"These costs include all labor items and all items of expense except newsprint, which some publishers may charge to mechanical cost, and some to circulation.

They fairly represent the cost relations of our departments except the advertising and general office costs. The charge of $3.50 for advertising represents local display solicitation and promotion only. Classified, foreign, collections and proof reading, properly chargeable to advertising, is done by those of the office force whose duties are divided. And, of course, you will understand these page costs for departmental comparison are spread over reading matter as well as advertising."

NEW PAPERS

San Diego (Calif.) Navy News.
Brownsville (Ky.) New Paper—Readers to select its name. Perry Meloan & Sons, editors and publishers.
Vinton (La.) News-Leader.
Portland (Me.) News-d.
Cambridge (Mass.) Radcliffe Daily-d.
Washtenaw (Mich.) County Tribune-sw.—(formerly Washtenaw Post).
Webb City (Mo.) Leader.
Hot Springs (Mont.) Tribune.
Nebraska City (Neb.) Otoe County Tribune.
Bradford (Tenn.) Gazette.
Aqua Dulce (Tex.) Enterprise.
Saratoga (Tex.) Promoter.
Wise (Va.) Gazette.
Calumet (Wis.) Price County News—(formerly Prentice News).

ANNIVERSARIES

Lamar (Ark.) Leader—Thirty-second, Oct. 1927.
Frederick (Md.) New Citizen—One hundred fifth, September, 1927.
Crystal Lake (Minn.) Tribune—Forty-Sixth, August 1, 1927.
Minneapolis (Minn.) Weekly Mirror—Thirty-fourth, September, 1927.
Platte City (Mo.) Landmark—Sixty-second, September, 1927.
Virginia City (Mont.) Madisonian—Fifty-fourth, Sept. 30.
Naples (N. Y.) Record—Fortieth, Oct. 1.
Waurika (Okla.) News-Democrat—Twenty-fifth, October, 1927.
Brodhead (Wis.) Independent-Register—Seventieth, October, 1927.

National Printer Journalist

Volume 45 Number 12

December 1927

25 cents per copy

$2.00 a year

May our season's greetings blended with those of your other friends, brighten the closing days of the passing year, and help you to face with joy the year to come.

"MPJ"

Copyrighted

Publisher:Printer Experience Exchange

Published Monthly by TRADE PRESS PUBLISHING CO., 129-135 E. Michigan St., Milwaukee, Wis.
Entered as Second Class Matter Milwaukee, Wis., Jan. 30, 1922, under act of Congress, March 3, 1879.

When the SCRANTON TIMES goes to press—

WHEN the foreman says, "Go-Ahead"—there is no delay at the Scranton Times. A swift touch to the convenient C-H push buttons and the "Times" has gone to press.

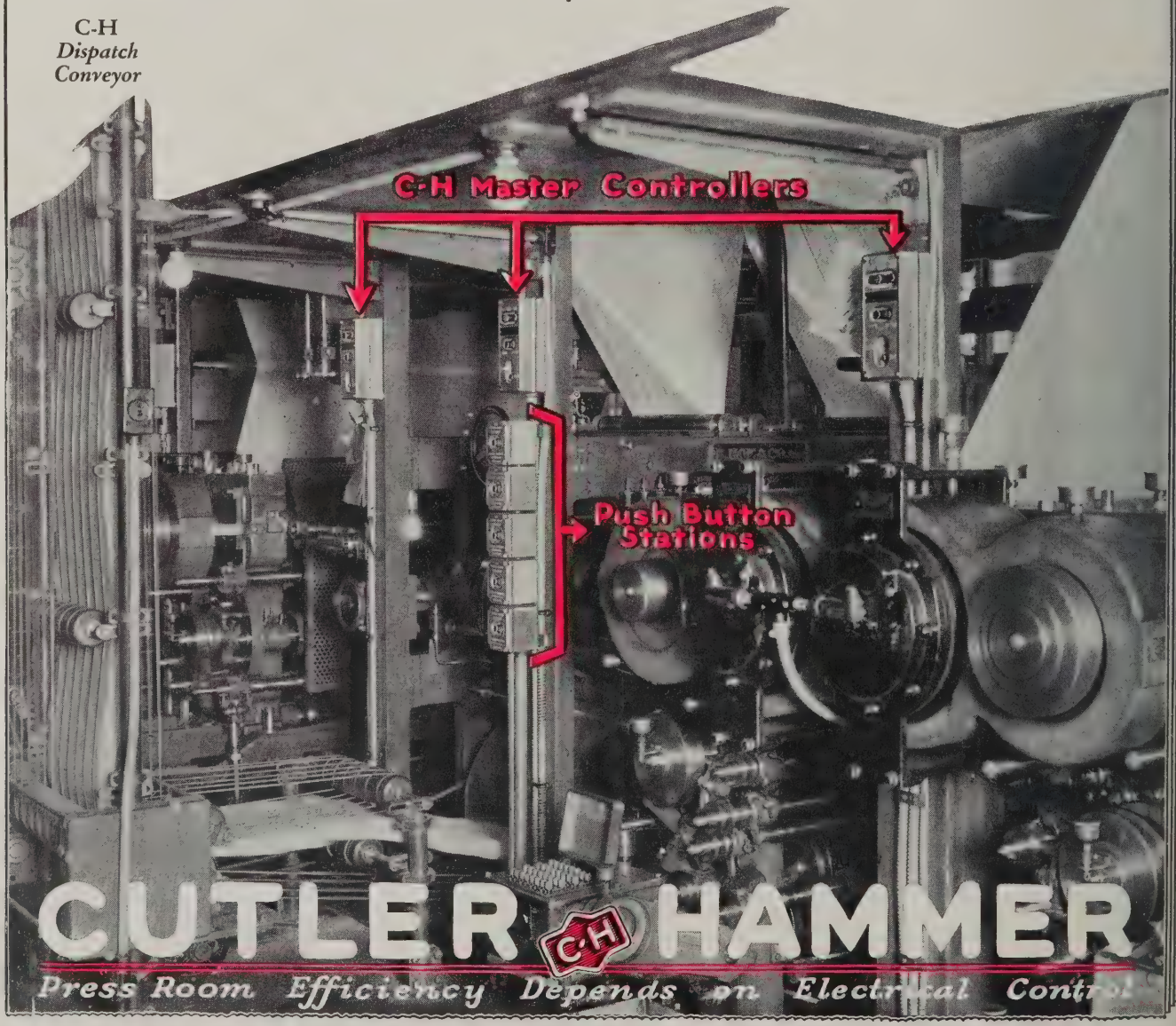
Cutler-Hammer Press Control is a telling weapon at the newspaper's greatest enemy—Time. It increases the value of news by helping to get it "on the street first".

Men and motors are fully protected—C-H Control eliminates untimely motor "burn-outs" that make the sheet late on the street.

If you want to speed up your sheet—beat competition to the newsstand—get in touch with C-H engineers. Let them figure with you on cutting time between composing room and street.

The CUTLER-HAMMER Mfg. Co.
Pioneer Manufacturers of Electric Control Apparatus
1223 St. Paul Avenue
MILWAUKEE, WISCONSIN

C-H *Dispatch Conveyor*



National Printer Journalist
(Copyrighted)

Established 1883 as The Printer and Publisher
Published Monthly by TRADE PRESS PUBLISHING CO., 129-135 E. Michigan St., Milwaukee, Wis.
H. A. APPLE, Publisher and Editor
F. L. GOULSTON, Advertising Manager PAUL C. TREVIRANUS, Business Manager
Branch Offices in Leading Cities:
CHICAGO—L. M. Carroll, 743 Webster Bldg. NEW YORK CITY—C. M. Garrett, 299 Madison Ave.
DETROIT—D. L. Prouty, 507 Hofman Bldg. ST. LOUIS—C. A. Schulenburg, 509 Security Bldg.

"NPJ" SUBSCRIPTION RATES:
In the United States,
Canada, Mexico and Cuba,
$2.00 per year
Single Copies - - - - 25 cents
Foreign Subscriptions: $3.00 per year

JOHN L. MEYER
Managing Editor, "NPJ"
Associated Staff
H. J. LARKIN, E. C. KRATSCH
GEO. A. JUST

Vol. 45 Milwaukee, Wis., December, 1927 No. 12

IS CHAIN WEEKLY OCTOPUS OR ANGEL? DEPENDS ON ITS COMMUNITY SERVICE

Methods and Policies of Nellis Newspapers Valuable Lessons for Independent Publishers

By HOWARD P. JONES

EDITOR'S NOTE: The organization of the Nellis Newspapers, with headquarters at Mt. Clemens, Mich., has had unusual success with the chain newspaper system in the weekly field. The following nine newspapers are published by the concern at its central plant in Mt. Clemens: The Mt. Clemens *Monitor*, Roseville *Record*, Halfway *News*, Gratiot *News*, Van Dyke-Center Line *Press*, Warren-Fraser *Herald*, New Baltimore-New Haven *Star*, St. Clair *Shore News*, and *Northeast Detroiter*.

Although printing all nine papers at the central plant, the organization maintains individual offices and editors in each town. These offices also act as feeders for the substantial job business of the Nellis company.

At the request of "*NPJ*", Editor Jones of the string has written his viewpoint on the chain newspaper, and some comments on the possibilities of this development in the weekly fields.—J. L. M.

WE HEAR a great deal of protest these days against the great chains of newspapers that are developing, as well as against those not-so-great. They are frequently likened to powerful octopi, with tentacles stretching out in every direction, preying upon the weak.

That conception is not only so bewhiskered and hoary with age that it fails to appreciate modern tendencies, but it is economically and even, perhaps, ethically false.

The early years of the twentieth century have witnessed intense application and concentration to the principle that elimination of waste and duplication of effort ultimately lead to greater economic freedom. This has lead to the formation of great industrial combines, some of which have resulted in artificial monopolies, but more of which have resulted in substantial saving for the consumer, as well as the releasing of much intelligence and labor to other fields. It has had the same effect upon industry and modern life as the replacing of human hands by machines.

That this movement should be felt in the field of newspapers was not only likely, but inescapable. Surely, that branch of industry that deals in ideas and information as a grocer deals in butter and eggs would be sadly deficient unless it attempted to apply principles of economics that have operated successfully in other lines.

So much for the underlying sweep of things that brought us the newspaper chain.

WE ARE not concerned here with whether this tendency is a good or bad one: a multitude of arguments may be found for either side. What we are concerned with is the lesson that the newspaper chain may have for independent newspaper publishers, and a consideration of the circumstances under which establishment of a chain becomes not only desirable and advantageous to the publisher, but equally desirable and advantageous to the community.

BUSINESS POSSIBILITIES

First, let us take the publisher's viewpoint, and we shall assume for the sake of simplicity that our publisher is not a complex individual, with ideals and the desire for community service constantly playing tag with the necessity for making money. We shall consider him a hard boiled commercialist, who looks at the difference between production cost and income, and judges his success thereby.

From the viewpoint of this publisher, the chain newspaper system has two overwhelming possibilities: (1) the reduction of costs by the economies that may be effected, (2) the greater income resulting from the combination.

Under item number one, we can compare our chain newspaper to the chain grocery and we can see the savings made possible through greater purchasing power. Savings on paper alone run into substantial figures. For our organization of nine newspapers, savings on newsprint alone for the past year were approximately $5,000, as a result of our ability to buy paper by the carload. Add to this the numerous other items on which savings can be effected: supplies of all kinds, equipment, even labor, and it can be seen how big an item this is.

As to labor, there is no saving, of course, resulting from the power to bargain. The saving comes from the fact that the plant is able to employ more competent help at higher salaries, resulting in greater production at less cost per newspaper.

This is only one, however, of the many economies to be effected as a result of combination, especially if that combination is geographically so arranged that a number of newspapers may be printed from a central plant. The nine newspapers in the Nellis chain are located in so compact a territory that it is possible to print all nine at a central plant.

This being true, far greater utility of equipment is obtained. Instead of running the press a day or two during the week, the press is kept running much of the day and part of the night.

HOWARD P. JONES
Editor, Nellis Newspapers

Instead of running Linotype machines four or five days a week, they are run nearly twenty-four hours a day.

Since the depreciation on equipment is practically as great when not in use as when used to capacity, the tremendous saving thus effected can be easily appreciated.

SAVE ON COMPOSITION

WITH territory of common interests, another considerable saving that can be effected is through single composition for all papers. Stories of general interest to the section need only be set once, and the same is true of features and advertisements. Our plant at Mt. Clemens publishes nine newspapers, all of substantial size and circulation, with thorough news coverage of the territory and many editorial features. Not a line of boilerplate ever gets into the papers, and if we can say it without blowing our own horn too much, some idea of their editorial strength may be obtained by the fact that the Mt. Clemens *Monitor*, a weekly, is successfully operating in competition with a well established local daily, in addition to the three Detroit dailies that flood our territory.

Yet great saving is effected by single composition for all papers. There is not sufficient duplication to destroy the individuality of the papers, but there is sufficient to be a real item of economy.

Not to be overlooked, too, is the reduction in cost per newspaper of expensive equipment. If a $10,000 press needs to be purchased, it's a tough blow for one weekly newspaper. But divide $10,000 by nine, and the shock is considerably less.

The same thing holds true when it comes to employees in the editorial, advertising and circulation departments. Much more capable help may be obtained as a result of the combination's ability to pay better salaries: yet the salary per paper is negligible.

For instance, in our organization, salaries of reporters, desk men, advertising solicitors and clerical employes compare favorably with salaries paid for similar jobs in larger cities. Every reporter in the organization has his own car, for instance, and in the majority of cases, he is reasonably satisfied with the progress he is making, because he knows he has a future. This leads, of course, to interest in his work, and consequent results in the form of lively, interesting, and worth while newspapers.

Then there is the matter of an accounting and cost system. If there is one thing that the average weekly newspaper publisher needs to install in his plant, it is a cost system. And yet this is seldom done, because in the midst of a thousand and one worrisome details, he thinks he has no time for records.

In a chain, the cost system problem is greatly simplified. Little more time is required to keep the records of several papers than to keep the records of a single paper. And of course, all newspaper publishers who have utilized a cost system, know that it pays for itself over and over again during the year's work.

NELLIS NEWSPAPERISMS

¶A successful town is made by men, not by location!

¶Every community has its good points: it's up to the editor to find them!

¶Focus the spotlight on things to make your town proud, and you'll soon have more things to be proud of!

¶The best interest of the community is always the best interest of the newspaper!

¶Petty politics are like cobwebs: they make a clean place dirty!

PAUL W. McKEE
General Manager, Nellis Newspapers

THE COST SYSTEM

IT MIGHT be interesting briefly to hit the high spots of the cost system as it is used in our plant:

In our system, the usual job ticket is combined with the time record of all mechanical departments, and the material cost record, so that in one form, complete direct costs are available on each newspaper or job that goes through the plant. The employees' time sheets furnish the labor information for this record. When the press foreman finishes a run, he turns in a report to the bookkeeper on paper and ink used, and this also is transferred to the single form mentioned above. Thus a very simple process, requiring almost no time, gives complete costs on each job, excluding, of course, overhead.

Another basic form in our system, which also differs slightly from that in ordinary cost usage, is the weekly profit and loss statement. This is simply a statement to furnish at a glance complete information on costs and income for the week for each newspaper, as well as the job department.

In this statement, direct charges and overhead are listed for each paper. Direct charges to each newspaper in our organization include salaries, office expense and any other expense such as traveling, that is chargeable directly to the paper affected.

Overhead includes the usual items, together with salaries of central office employees and central office expenses. The overhead is arbitrarily distributed among the newspapers and job department according to their propor-

tion of total sales, on the basis of the previous month's sales. In its totals, this statement shows, of course, total income for the week, total costs for the week, and the consequent net profit. Overtime is listed in a separate classification, so that when labor costs jump, the reason may be seen at a glance.

All these things do their bit towards the main problem of the business-man-publisher of ever keeping a wide margin between costs and income.

OFFER COMBINATION RATES

Under item two, we come to the consideration of the greater income possibilities of the chain newspaper as distinct from the individual newspaper. The savings mentioned above, running the gamut of the entire plant, permit the chain newspaper to offer attractive combination advertising rates. An advertisement, set up for one paper, can be run in all papers with only the cost of press run, paper and ink to be considered after the ad has once been set up. Combination advertising rates mean little to the local advertiser in each community, but they mean much to the foreign advertiser, and attract him to newspapers that might otherwise be overlooked.

Carried to its logical conclusion, this policy leads to a smaller margin of profit per advertisement per paper, but that too is in line with modern business trend—greater volume of units at less profit per unit.

So much for the purely commercial aspects of the chain system.

What about the community? Does it gain or lose as a result of the chain?

COMMUNITY BENEFITS

IN practically every case, the community has benefited. In the first place, as a result of this system, the community gets a far better newspaper. Not only a better looking newspaper, but actually a better newspaper, more interesting and worth while in every way. Instead of one or two men devoting only a small part of their busy existence strictly to the editorial end, this department now enjoys the attention of trained men who spend all their time on it.

Community issues are more likely to be handled from the standpoint of what is best for the community, because the newspaper is less dependent upon local advertising and local influence for its existence. Petty politics play a smaller role, and although the newspaper is just as local as it ever was, it is less inclined to be narrow in dealing with local community problems.

It is true that there is a danger in a successful newspaper chain coming into the hands of those unfit for such editorial responsibility. Nevertheless the likelihood of well-intentioned service is far greater and the risk of malfeasance in office, though generally present, is invariably less than is generally assumed.

Why? That's hard to answer but probably because the "run-of-the-mill" newspaper men, light-hearted though they may be, are nevertheless uncannily jealous of the good faith of the editorial chair.

RECIPE FOR SUCCESS

Next, what are the conditions that make it expedient to establish a chain of newspapers? What is the recipe for success? Given territory of common interest, which may be furnished by a legal division such as a county, by a trading area, by a geographical division, or by common heritage of the people, such as religion or nationality, and you have the *sine qua non* of the proposition.

Add to that two things: reasonable accessibility, so that a central plant may be established, and good trade possibilities. Stir with a couple of good newspaper men and serve!

TRUCK DELIVERY; COSTS, PRACTICES

Questionnaire Points Out Delivery Problem Becoming Vastly More Important

By G. S. GALLOWAY

G. S. GALLOWAY
Rockford (Ill.) Register-Gazette

WITH the increasing popularity of the automobile, the building of good roads at the rate of thirty-five thousand miles a year, effecting the continuous curtailment of suburban railroad service, newspapers have been confronted with the greatest transportation problem in their history, and this problem grows more important every day.

In order for a newspaper to keep its present suburban circulation and serve its territory under these conditions, it must turn to the only practical solution of the problem—that of motorizing its field.

I recently made a thorough investigation among daily newspapers from different sections of the country, sending out 485 questionnaires and receiving 130 replies.

In analyzing these answers, I found there were 41 newspapers that were not using auto service in their suburban and country territory. Forty-nine evening newspapers maintained 249 routes covering 16,000 miles a day, an average of 65 miles per route, at an average cost of four and one-half cents per mile. Thirty-two of these report a circulation increase of from five percent to 200 percent, or an average of 35 percent during the past year.

Thirty-seven morning newspapers maintain 238 routes, covering 19,177 miles daily, an average of 80.6 miles per route at an average cost of five and seven-tenths cents per mile. Thirteen morning papers report an increase in circulation from one percent to 83 percent, or an average increase of 22 percent. Eleven newspapers having thirteen issues a week had a total of 204 routes covering 13,000 miles, averaging 63.3 miles each.

In summary, 97 newspapers were operating 691 motor routes covering over 60,000 miles per day, or greater than twice the distance around the globe. The average cost of operation per mile given above does not represent the total expense of operation, as I find that 33 percent of the above report that they wholesale their single delivery papers to the drivers, who make a profit on each subscriber.

(PLEASE TURN THE PAGE)

THERE are several different cost plans in use, and I have classified them under three headings:

1. "Office Owned Trucks."

Twenty-five percent of the newspapers reporting operate their own trucks, paying their drivers a flat salary and all upkeep on the trucks. The most complete report of the cost of operation under this system is from a paper using six trucks covering 953 miles per day, which has analyzed its cost as follows: Salary—$26.25; gas and oil—$11.30; repairs, insurance and tires—$16.10; or a total of $53.65 per truck per week, or five and two-thirds cents per mile. These figures do not include the original investment in equipment or depreciation.

2. "Privately Owned Cars."

Ten percent of the newspapers reported are operating on a small salary and wholesale papers for individual subscribers to the drivers. It is impossible to average the cost on this classification, owing to local conditions and different wholesale rates. The cost runs from one and seven tenths cents to twelve cents a mile, plus profits on papers.

3. "Operating Under Contract Plan."

Sixty-five percent of the papers reported are operating under the contract plan, paying a flat rate per mile at a cost of approximately nine cents a mile. Very few of the papers operating under this plan have taken advantage of the individual farm delivery.

A NUMBER of papers are delivering their publication to the farmers along their routes. Some of them use boxes and require the drivers to place the papers in them. This consumes too much time. We wrap our papers in a single Kraft wrapper and the driver throws it into the yard without slowing down.

Newspapers which have established motor routes to serve rural subscribers only, have found that the expense of operation is so great that the plan is not practical. One large daily established 40 routes, receiving less than 4,000 subscriptions, and found that the average cost of delivery was five cents per copy, while their revenue was only two cents per copy.

A number of large newspapers have found that they have been able to maintain automobile routes at a cost less than the express or baggage rate, due to the heavy tonnage on these routes.

I am a firm believer in the auto delivery, but do not recommend its use unless your suburban railroad transportation facilities have been seriously curtailed.

SMALLEST PLANT SERVES BIG COUNTY

Compact, Up-To-Date Building Reward for Continual Service to Large Territory

By NORTON JAMES

"COMPACTNESS is what we wanted, and that's what we got," says Norman H. Hill, manager of the Sault Ste. Marie (Mich.) *Evening News* in telling of the problems encountered in planning new quarters.

The building is 50′ by 80′ and is one story high with a basement. The newspaper press, print paper stock room and the bindery are in the basement. Composing room, stereotyping, job printing, editorial, and circulation departments, and the business and executive offices are on the main floor.

The equipment in this compact, business-like plant is listed in the accompanying key to the layout.

The *Evening News* is 26 years old, having been established in January, 1901 by Chase S. Osborn, who had published and edited, with enterprise and distinction, the Sault Ste. Marie *News* (weekly) since 1887.

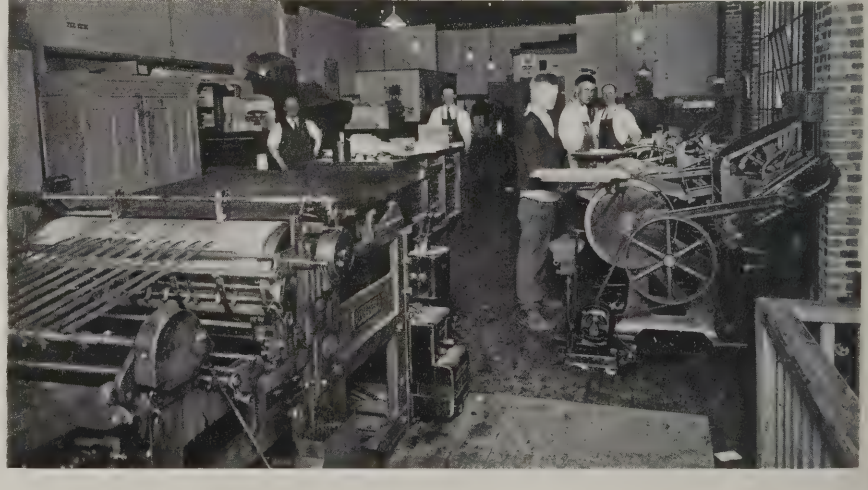
Soon after the establishment of the daily, Mr. Osborn became so engrossed in outside interests that he sold out, later becoming Governor of Michigan. He is known the world over as a traveler, writer and "iron hunter".

In 1912 George A. Osborn, eldest son of Governor Osborn bought a controlling interest in the Sault News Printing Company, publishers of the *Evening News,* which had succeeded the *News-Record*, a consolidation of the *Daily News* and the *Daily Record.* He is now president of the company and editor of the *Evening News.*

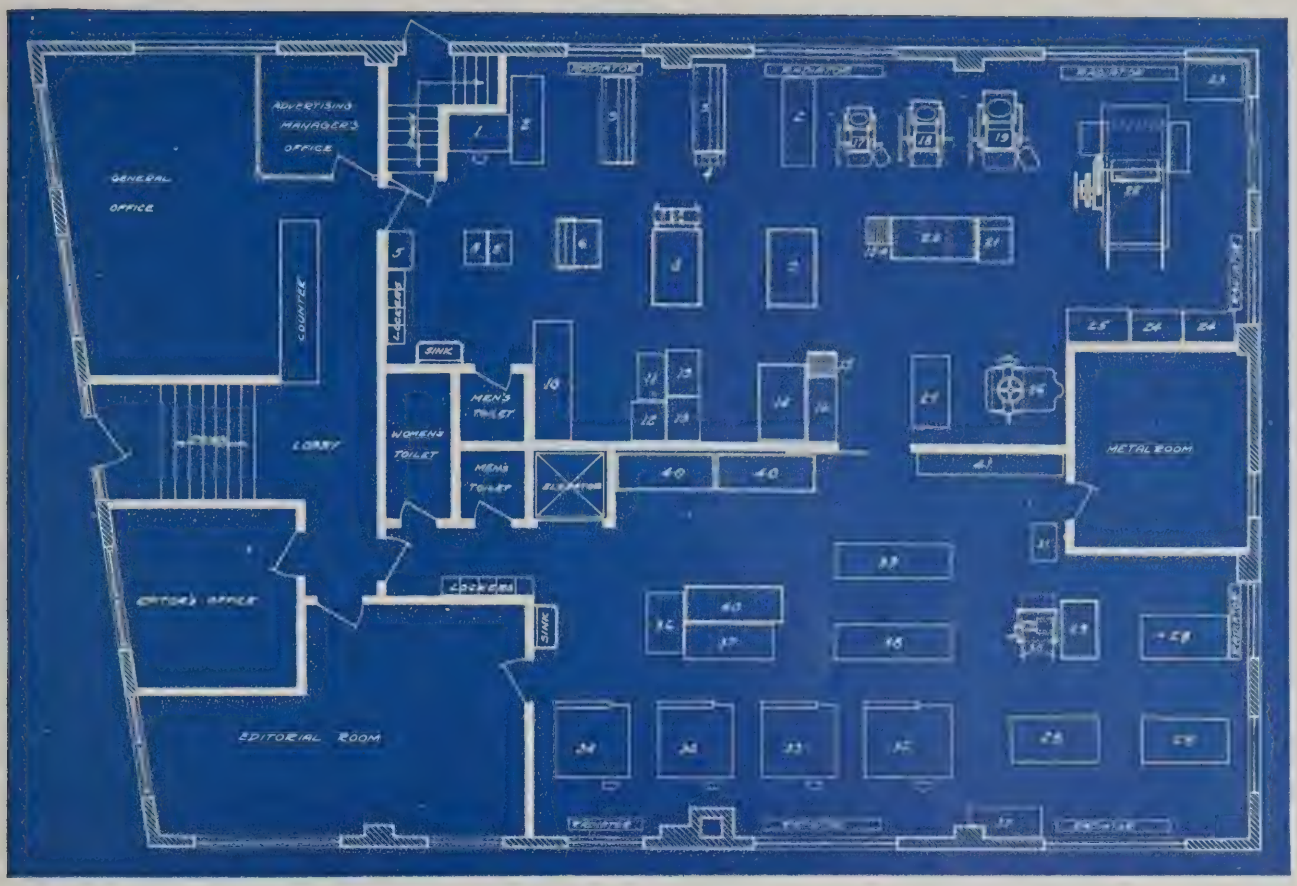
THE editorial attitude of the *Evening News* still retains the spirit of public service which animated its original editor, Chase S. Osborn. While editor of the paper, he conducted a continual campaign in favor of conservation of game and forests, and agitated for good roads.

The *Evening News* of today is active in continuing this program of promotion for the community interests. Sault Ste. Marie is on the Canadian border, at the extreme eastern point of the upper peninsula of Michigan. It is the county seat of an abundant agricultural and dairy county, and in the midst of a sportsman's paradise. This county, of almost a million acres is "some territory" to cover, but the *Evening News* does it. It gives daily service to rural subscribers through the cold weather, largely because the paper has carried on continually an editorial campaign in favor of open roads in winter.

ONE of the reasons for the success of the Sault News Printing Co., according to Editor Hill, is its loyal and efficient staff of employes, most of whom have been with the organization for many years. Three of the employes have been on the payroll more



CLOSE-COUPLED, WORKMANLIKE JOB DEPARTMENT
"OLD TIMERS" AND NEW EQUIPMENT GUARANTEE GOOD WORK



COMPOSING ROOM AND JOB PRINTING DEPARTMENT LAYOUT

—Sault Ste. Marie Evening News Sought Compactness and Got It—

than 20 years. Chester A. Moran, superintendent of the job printing department, has a record of 37 years continuous employment, having started on the old weekly as a printer's devil. Thomas A. Watchorn, foreman of the newspaper composing room, completed 35 years of service last November. Charles Zylstra, advertising manager, has been with the company 22 years.

Manager Hill is vice-president of the company and has been connected with it for almost a dozen years, coming to the *Evening News* from the Detroit *News*, on which he spent three years after having been graduated from the University of Michigan in 1911. J. Paul Chandler, city editor, has been on the job for ten years.

KEY TO EVENING NEWS' PLANT LAYOUT

1. Foreman's Desk
2. Hamilton Flat-Top Extension Front Type Cabinet
3. American Cut-Cost Type Cabinet
4. American Cut-Cost Brass Rule, Quotation and Metal Furniture Cabinet
5. Two-thirds Extension Frint Type Cabinet
6. American Cut-Cost Work Bench and Justifying Materials Cabinet
7. Challenge Proof Press
8. American Cut-Cost Imposing Table
9. Imposing Stone
10. Hamilton Dumping Bank
11. Hamilton Cut Cabinet
12. Hamilton Cut Cabinet
13. Wood Type Cabinets
14. Imposing Stone
16. Wood Type Cabinet
17. Chandler & Price Press—8x12
18. Chandler & Price Press—10x15
19. Chandler & Price Press—12x18
20. Dumping Racks and Stock Tables
21. Ink Cabinet
22. Lee Two-Revolution Press
24. Stock Shelves
25. Stock Shelves
26. Power Cutter
27. Cut Cabinet, Table
28. Type Cabinets
29. Proof Press
30. Proof Press
31. Miller Saw Trimmer
32. Model 14 Linotype
33. Model C Intertypes
34. Model 1 Linotype
35. Machinist's Work Bench
36. Foreman's Desk
37. Galley Dump
38. Hamilton Steel Top Make-up Table
39. Hamilton Steel Top Make-up Table
40. Composing Stones
41. Cut Cabinet

CHASE S. OSBORN
Founder of the Evening News, Who Became Governor of Michigan

MY VIEW, YOUR VIEW *and* THE RIGHT VIEW

Dress Doesn't Make a Man NOR A NEWSPAPER

AN EDITORIAL

By OLE BUCK
Field Manager, Nebraska Press Association

A SURVEY of newspaper contests for best editorial pages, front pages, etc., indicates that judges are disposed to stress mechanical appearance too much. They also often seem too much disposed to take daily paper make-up for their ideal.

The fact that this is true is, perhaps, because of the publishers, themselves. It is quite natural that judges should try to reflect the ideals which they think are held by those for whom they are working. Because practically all country publishers are more or less practical printers, it is natural for them to lean mostly toward the mechanical side of their work. And for the further reason that no typical country newspaper style has been developed, it is equally natural for them to try to imitate the metropolitan papers.

The object of these contests is to improve country papers, to make them more interesting, more profitable, and more representative of their fields. Therefore, it should be the object of both publishers and judges to make an effort to realize these ideals, to see the papers through the eyes of the reader, who, after all, is the real judge.

A paper may be a marvel, mechanically. But if its contents are not interesting it will not hold readers. It may be poor, typographically, and still have a wide following. Both of these statements are self-evident.

It would therefore seem that judges of such contests should spend less time determining whether the run of color is just right, and in hunting for leads that are sticking up, and more time in determining the real value of the contents. It will also be more profitable for publishers, if judges change their standards of judgment.

OLE BUCK
FIELD MANAGER
Nebraska Press Association

NATURALLY, a publisher who is also a mechanic, feels pride in winning a cup or other award for mechanical skill. He takes a good mechanic's pride in his product, and he likes to have other good mechanics praise his work.

It is unfortunate, however, that the term "good mechanic" is not synonymous with "good business man" or "good editor". This has too often been proved by expert mechanics who have been failures as business men and editors.

It may be argued that if mechanical results are not stressed in these contests that sloppily printed papers will result. This is not true, for the good editor and good business man is quite apt to insist upon good mechanical appearance. Such a man, along with his other qualifications, knows the value of having his product attractive to the eye.

THERE seems, then, ample reason for urging both publishers and judges to change their ideals about contests. All will acknowledge that the primary object of such contests is to improve the papers. Let's decide what the improvement shall be. Let's try to get the viewpoint of the man who pays the bills, the man who has the power of life or death over the publication.

Let's give heed to the fact that a front page that may be a delight to the printorial eye may be so insipid in its contents as to be of little interest to the reader. And an entire paper that is a model of make-up, press work, composition, etc., may be thrown aside by a reader in favor of one that lacks much of being mechanically excellent.

JUDGES may insist that they do give most attention to contents, that they are not overinfluenced by mechanical appearance. But the fact that some publishers print their contest entries on book paper, that they exercise special care in the make-up of such papers, that they exert themselves to have well balanced heads, and to secure mechanical proficiency in all respects, proves that they depend more upon mechanical excellence than upon contents.

Judges may also insist that they are not governed by daily paper ideals in judging country papers. Here, again, they are more or less automatic for there is no other ideal. Country papers model themselves upon daily papers. It is natural for judges to have dailies in mind when making awards.

It is up to both judges and publishers to revise their ideals, especially in the matter of working out real country paper ideals and standards. Here is a field for much thought.

USES NEWS SERVICE MATS TO SELL ADS

More Than Covers Cost of Service With Added Revenue Produced by "News-Ads"

By
JAMES A. BRANDON

H. A. HOLDEN, who with C. H. Turner owns and publishes both The Redondo *Reflex* and The *Advance*—newspapers issued on Friday and Tuesday of each week in Redondo Beach, California, believes that many publishers of smaller newspapers fail to capitalize on their leased news and feature services.

Such service, he says, should not only increase the circulations of their publications through its added reader-interest timeliness, but can be utilized to augment business revenue by linking-up the pictured live news events of the day to the needs of advertisers.

Consistently doing this very thing has not only paid the cost of the feature news service of Messrs. Holden and Turner but has placed many extra dollars to their credit as well. And this has been done in spite of the opposition of a daily newspaper.

"The feature news service that we use—in addition, of course, to the usual monthly advertising mat service from another concern—supplies us with the latest news of the day, accompanied by mats," says Mr. Holden.

"By going over the mats as soon as they arrive and carefully preparing interest-compelling advertising lay-outs illustrated by the timely news cuts—each lay-out adapted to the specific needs of various firms — I have been enabled to sell large advertising space that otherwise frequently would have been extremely difficult if not impossible to sell.

H. A. HOLDEN
Who, With Partner C. H. Turner, Owns and Publishes Redondo (Calif.) Reflex and Advance

THUS our feature news service has more than paid for itself through this double-barreled use, and at the same time many of the local business men have so appreciated our desire to help them to help themselves that they have become our continually loyal supporters.

"To illustrate: A recent news mat that came through showing ex-Secretary of State Charles E. Hughes pleading a case before the United States Supreme Court was used with the slogan: 'Approved by the Highest Court.' We used the mat with appropriate copy for an ad on a local firm's offering of a nationally-advertised product which had been approved by people all over the world—the critical, 'highest court'. This made a large, attractive piece of copy that sold immediately to a rather conservative, practically non-newspaper-advertising merchant."

He drew the Friday, June third, issue of The Redondo *Reflex* from a file on top of his desk and pointed to an eight inch, three column advertisement on page two. It was headed "The Spirit of Service" and pictured the New York to Paris non-stop flyer, Charles A. Lindbergh, against a Parisian background with a monoplane in the air. This timely cut was tied by the copy to the spirit of service, of greater achievement that prevailed among American men, among American institutions and that "animated the entire personnel" of a local banking institution known as the American Bank.

"The Spirit of Service"
Lindbergh — "WE" — His Plane
Here is the happy Charles Lindbergh in Paris with background view of a flight around Eiffel Tower, in his monoplane, "The Spirit of St. Louis." Europe has taken our youthful and intrepid air man to its heart as he plans vacation "hops" to the different capitals. Lindbergh's love for his plane, which carried him from New York to Paris, in 33½ hours, is shown when in speaking of the feat he always says "we"—meaning plane and self.
Calls American men and AMERICAN institutions to greater and greater achievements while the rest of the world wonders and admires
The spirit of service has ever animated the entire personnel of this bank. Ours is the AMERICAN spirit of service, the most efficient and sufficient in the whole world
AMERICAN
Commercial and Savings
BANK
REDONDO BEACH
CALIFORNIA

How News Service Is Tied Up With Ads

KEEPS HIS NEWS WRITERS BRACED UP

Get Acquainted and Keep Acquainted With Your Correspondents; How to Do It

By
PAUL BITTINGER

PAUL BITTINGER
Editor, Plymouth (Mass.) Old Colony Memorial

I THINK that swapping ideas is profitable. If I didn't think so, I would not be reading NATIONAL PRINTER-JOURNALIST. The following experience with country correspondents—the results obtained through an old plan applied to a new field—prompts me to pass along a story about its details to my many contemporaries.

A thorough reading of the various trade publications leads me to the conclusion that *the community newspaper editors of the west are giving more attention to their correspondents than are their eastern contemporaries.* Whether this is due to the comparative youth of the west and middle west, or these western country editors are more progressive, I do not hazard to guess.

At any rate, it seems to me that some editors and business managers are not giving the direct attention to their country correspondents which is essential to the maintaining of good will and complete news coverage. The *Old Colony Memorial,* established in 1822, finds that closer harmony and co-operation, as well as more news, can be obtained from outlying districts if the editor will make a little effort to become better acquainted with his staff of correspondents.

I CONFESS that I do not personally know all my correspondents, but I will also state that the judicious use of personalized form letters, sent out at intervals to all the men and women on the news staff, has brought a gratifying increase of news, *better copy,* more co-operation and good will, and a higher standard for the *Old Colony Memorial* in the country districts. *And all this at almost no cost!*

These form letters work two ways. They tell the correspondent what *he* wants to know and instruct him how he can help *me.* The letter begins by showing the correspondents how to obtain news; where to get it; gives hints on the proper methods of writing news; shows what to avoid, by quoting actual copy sent in; explains the technic of writing and, in every letter, gives information of value to the correspondent to gain more profit for more and better news.

The letter also explains the big bugaboo of country correspondence—why copy was cut or why it was left out entirely.

How can the correspondent help me? The letter covers such matters as leaving wide margins, mailing on time, writing legibly, getting complete names and accurate dates, and details

To the Correspondents of
THE OLD COLONY MEMORIAL
FRIENDLY CHAT No. 3

THIS week I shall complete the list of NEWS SOURCES. Keep this list, for you will find it of invaluable help to you in your work. Study it and read it often until you absorb every source of news so that the thinking of news sources will become second nature to you. Here they are—

Entertainments, school exercises, exhibits, new factories, factory improvements, alterations, farm bureau meetings, fires, news about former residents, funerals, names of graduates, graduation exercises, news about the Grange, secret societies, and other organizations, historical items, home-comings, prominent visitors at hotels, house warmings, humorous happenings, public or private improvements, new industries, industrial expansion, removal of industries, initiations, installations, inventions if by local persons, about labor unions, lawsuits, lectures, light plants (erection, improvements, losses), money and things of value, kidnapping, mad dog scares, marriages, meetings of public interest, ministers (changes, installation, resignation), mobs, murders, mutual local protective activities, newcomers (homes of, former location), obituaries, odd and unusual happenings, changes of ownership, parties, personal items (these are of great importance), political rallies and meetings, private theatricals, projects of public interest, important actions of public officials, public sales, real estate changes, receptions, removals, reports of public officials, resignation of people in prominent positions, changes of residents, reunions, revival meetings, road improvements and changes, robberies, runaways, sales, unusual or serious sickness, school news, school houses (new, changes of, location, alteration of), society news, formation of local stock companies, changes in capital, dissolution, strikes and lockouts, suicides, serious surgical operations, local swindles, employment of teachers, theft, tournaments, vacations, visits and visitors, weather conditions, local matters of interest to women, news of the womans' clubs, wrecks, explosions, untold stories of local or historical interest.

This completes my list of the sources of news. If there is sufficient desire upon the part of all the correspondents I shall have this list printed on a card for your greater convenience. Make a note on your correspondence if *this would be of help to you.*

MAIL YOUR COPY EARLY. IF NECESSARY SEND IN TWO BATCHES. DON'T WAIT UNTIL THE LAST MINUTE. MAILS AND TRAINS ARE UNCERTAIN AND YOU RISK THE CHANCE OF YOUR NEWS BEING LEFT OUT. THIS OCCURRED LAST WEEK WITH TWO OF THE TOWNS. THE COPY CAME IN SO LATE THAT THERE WAS NO SPACE IN WHICH THEY COULD BE PUBLISHED.

Another thing—Don't copy news items from other papers verbatim, or small news items at all which are in your competitor's paper unless the news had occurred since the last issue of the OLD COLONY MEMORIAL. The news must be fresh if it is to be enjoyed. I read all the papers in the neighboring towns and it is certainly disappointing to read in the Old Colony Memorial news which appeared a week before in some other town paper.

CORDIALLY YOURS,

PAUL BITTINGER
EDITOR OLD COLONY MEMORIAL.

SPECIMEN LETTER, AS USED BY "OLD COLONY MEMORIAL"
—EVERY ONE IS PERSONALLY SIGNED AND EACH ONE INCLUDES CERTAIN "STANDING IDEAS"—

that lift the news columns from the mediocre to the finished, interesting news that all country editors aim for, but which so few get.

By writing these letters in this way, it is inferentially demonstrated that the editor and his correspondents have mutual problems which only mutual help can solve. In my case the response to these letters has been most gratifying.

Letters accompanying this article are exact copies of actual letters that have been mailed to my correspondents. I have employed a letter size sheet, personally signed the letters, and have mailed them under first class postage. In the beginning a postal card was used, but it was found much too small. It is best, I think, to avoid a regular mailing date. Mailing according to a fixed time gives too much the impression of a machine built letter.

YOU probably wonder what I find to say. I prepare for it by jotting down notes of ideas that come to my mind when reading and editing copy and at other times. I have even gotten out of bed to jot down what seemed to me a particularly good idea. But, *make your letters personal, make them readable, have them carry real information, get down to facts, don't employ platitudes, don't write when you have nothing to say.*

Maintaining good will means seeing that every correspondent's space is carefully measured. In the office of the *Old Colony Memorial* this is done by checking the copy to the space. This will surely cover copy cut from the regular run for a special position and display.

For articles printed on the front page we pay double the standard rate. And I make certain that news, when its excellency justifies, is given front page position. Correspondents like to see their stuff on the front page. It arouses their enthusiasm to get the favored position again.

No request or complaint of any kind from a correspondent is ignored in my office. I make it a rule to reply personally by return mail, and explain whatever is in question.

Not a letter goes out of this office to a correspondent without an invitation to visit the editor whenever possible. Correspondents do come in to see me and find me always ready to talk socially or on business matters. I believe that this policy has resulted in much good.

We furnish stamps, self addressed envelopes, stationery and telephone charges without question, and find that it pays.

Our space rate is based upon inches. In towns where there is more than one correspondent and news is duplicated, we use the best written copy or at times, the copy first received.

PRESS REPRESENTATIVE

This is to certify that

MRS. EDWIN DILL

is an authorized member of the news staff of the Old Colony Memorial, Plymouth, Massachusetts.

It is respectfully asked that the above named representative be allowed the courtesies extended to newspaper representatives when such courtesies and privileges are an aid towards the securing of news.

Signed,

PAUL BITTINGER
EDITOR OLD COLONY MEMORIAL.

Expires *April 1st, 1927*

A BIG HELP for the EDITOR
Its Uses are Described by Mr. Bittinger in this Instructive Article

ANOTHER thing that we have found to be most useful is to furnish each correspondent with an identification card. It improves the correspondent's responsibility. *The card is personally signed and bears a date of expiration.* The correspondent can't forget the card, and he must ask for it to be renewed, which again provides me an opportunity to make another contract.

Good correspondents are hard to get and take much training when you do get them. Any editor will testify to this statement. And when you "get a good thing" hang on to it or your competitor will get it away from you.

Don't neglect your correspondents. Be good friends with them. Become better acquainted with them and *your paper* will reflect the wisdom of your policy and *you* will be a better editor.

Now, as Disraeli said: "I have said enough."

MENTAL WAGES a SPUR TO GREATER SUCCESS

DR. D. A. LAIRD—"When a worker is sent to a new task by *'I wish you'd take charge of this'*, he is being paid a higher mental wage than when he is told, *'Hurry up and get it done'*. The best pay men get is not in U. S. greenbacks. : : If your workmen are working solely for money, your firm is badly bungled in management. : : You'll be astonished to find how high a wage garbage collectors receive. That is because their mental wage is low and a high cash wage must be paid them to keep them on the job."

HOW TO CHARGE UP SORTS CASTING

COST of casting sorts materially influences the hour cost of the hand composition department. An efficient method of recording such costs is outlined in the current issue of the U. T. A. *Cost Manual*, and is reprinted here:

"This expense consists of the time consumed in casting sorts, display types, quads, spaces, rules, borders, and other materials cast on type and slug casting machines. This should be added to the total expense of the hand composition department, and deducted from the total expense of the caster, or machine composition slug casting departments, after the distribution of general commercial expense.

"For the purpose of arriving at the percentage of productive time in the caster department, the hours spent in casting materials for the hand composition department are considered as productive time. In arriving at the actual hour cost of the caster department for the month the total productive hours both for casting sorts and regular matter are divided into the total cost of the department. This gives the hour cost for the month which when averaged with the preceding eleven months gives the hour cost to be used for the caster department.

"The caster department is credited and the hand composition department is charged at the end of the month after the distribution of general commercial expense for the total cost of sorts and materials cast for the hand composition department.

"The caster department frequently is not busy casting sorts in the same ratio as the hand composing room uses them so an inventory account for sorts should be opened on the books. Charge this account and credit the caster for the entire production for the month. Credit sorts inventory and debit hand composition expense with either a fixed monthly charge for this sort casting, or with a charge to the hand composition department on an amount based on its productivity. When the foregoing is observed, the hand composition department will not be unduly burdened and there will not be reflected an abnormal hour cost in the hand composition department for the month because of a busy caster department."

J. R. SPRAGUE: "Human nature being what it is, and the task of earning a living what it is, there is always danger in too great glorification of a job or profession."

WHEN INK MEETS INK! OK THIS IDEA?

You Association Chiefs, Take a Look at This With Your "Best Eye"; What Do You Think?

By
W. P. KIRKWOOD

Prof. W. P. KIRKWOOD
Division of Publications, "Agric." Dept. University of Minnesota, Minneapolis

"THERE'S the thing that's cutting into our business," said a country retail merchant recently to his table companion in a dining car on a middle western transcontinental train.

"Where?" asked the man addressed, a wholesaler from a regional metropolis a hundred miles to the eastward.

The train had stopped at the station of one of those midwestern towns which are built up around a square of which the railroad station is a part, giving practically a complete view of the town's business.

"See that freshly painted front over there?" said the country retailer, pointing. "One of the Cash & Carry chain stores. That—the chain store—and the automobile are making a real dent in the business of us old-time country merchants. Yes, the chain store, the automobile, and this," and he drew from his coat pocket a special sale catalog of a widely known mail-order house.

THE conversation of two men *across the table* began to slow down. One was a professor in the school of business in a big western university, and anything about business, of course, interested him. The other was a country newspaper publisher. He was interested, because he depended on the advertising of country retailers for a considerable share of his income.

"I was talking with our postmaster a few days ago," continued the retailer, "and he told me that last year through our postoffice just a fraction under $86,000 went to mail-order houses in postoffice money orders. Probably as much more went out of our town in the form of bank drafts for the purchase of mail-order house goods. Take that much, plus the totals of the gross sales of two chain stores, out of the business that used to be done by local retailers, and you can see that we feel it."

"Using those 'dealers' helps' that we've been sending you?" inquired the wholesaler.

"Yes, but they don't offset the pull the other way," declared the retailer. "Besides, we are swamped with that kid of material—schemes for window and counter displays, pamphlets and folders to be sent through the mails, posters advertising lay-outs. *What we need is something that goes into the home, to be read under the evening lamp.*"

"Our newspaper advertising lay-outs ought to help you there," declared the wholesaler.

"They do," answered the retailer, "but there, again, we run into the same trouble. *We get the same kind of lay-outs from other houses, and we can't begin to use them all. More than that, they're too general. They are designed to create a name for your brands* rather than to effect immediate sales.

"What we needed was something to move the housewives to action—*to bring them to our place to buy*. That's what the chain-store ads do."

"NOW you've said something," broke in the country newspaper man across the table. "That's my business—advertising. I'm a country newspaper man. The Cash & Carry store in our town carries a 3-column, 10½ inch ad in my paper every week; now and then it takes a half page, and sometimes a full page, and I know it gets results. If it didn't, it would be looking for some other advertising medium."

"Well, what is there about chain-store advertising that brings results, when that of the local retailer fails?" asked the retailer.

"If you really wish to know, I can tell you," came back the newspaper man, leaning forward, while waiting for his pie. "It's just this: The chain-store ad is a *sales* ad; it is the logical next step after the magazine ad. Magazine advertising creates a name for an article; attracts attention, arouses interest, fosters desire. The chain-store advertisement goes a step further; it moves to action. It tells the reader that the article may be seen right down the street; *it describes the article in the words of the local dealer in whom the local public has learned to have confidence;* it gives the price; satisfies the possible purchaser's every curiosity about the thing, except that of seeing. Naturally, the next step for the possible purchaser is to go and see.

"Let me give you a case. Several years ago I was traveling in the northwest, writing special articles for a daily paper. When I had gathered material for an article I would go into a local newspaper office or into some other office and commandeer or rent a typewriter on which to pound out my tale. Often I wished I could get a portable typewriter—a light machine on which I could write while on board a train. One day I saw an ad of such a typewriter in a national magazine. My interest was immediately aroused. When I got back to headquarters, I found an ad of the same machine in my paper, inserted by a local dealer. Within an hour I was in that man's shop, and I went out with one of those machines in my hand."

"Now the trouble with the average advertising lay-out sent out by wholesalers is," continued the newspaper man, turning to the wholesaler, "that it isn't specific enough, for one thing; at least, very often it isn't. But, chiefly, *it is lacking in that personal element which the local dealer alone can put into sales advertising.* Manufacturers and wholesalers have learned that truthful, persistent, and widely distributed advertising, supplemented by a high quality of product, easily obtainable by the consumer, at reasonable prices, establishes a bond of confidence and creates and maintains a demand for their commodities. *But they have learned, too, that there is nothing like the straight talk of a merchant, who is known to the people of a communty and in whom the people have confidence, to further the sales volume built up through national advertising.*"

THE country newspaper man had waxed somewhat vehement as he went on, and there was a pause.

"Well," said the retailer, after a moment, the lines between his eyes deepening, "why don't you newspaper men help us out with our advertising? It's to your interest to do so."

"Surely!" exploded the newspaper man. "It's to our interest to do that very thing, but there are two reasons why we don't. One is that many of you fellows won't let us help you, because you don't believe in advertising, never having advertised in a way to get results. The other is that most country newspaper men have a great deal to do in addition to writing ads, and then—to be wholly frank—many of them don't know how."

"So," said the retailer, "they just take the chain-store ads, which *will* sell goods, and the local man's attempts at advertising, which won't sell goods; collect the charges, and let the advertisers gain or lose as the case may be. . . . That isn't good business, is it?"

"You're right it isn't," agreed the publisher, "but you've stated the case as it is, not as it ought to be."

"IT looks to me," spoke up the professor, drawing the attention of the others, "as if this was a case where you three ought to get together and work out a plan.

"The wholesaler is interested because local retailers are his customers, and the more goods they sell the more he sells. The local merchant is interested because he must find a way to meet chain-store and mail-order house competition. The country newspapers are interested because if local merchants advertise in a way to get results the newspapers will get more advertising and more money for it.

"Now if the mail-order houses and the chain stores are getting business through the use of printer's ink, *it looks to me like a case of meeting ink with ink.*

"The wholesalers might cut down on some of their so-called dealer helps, and, instead, advertise their wares through the press—nationally when conditions would warrant, but locally wherever they had merchants handling their lines. The wholesalers could couple up their advertising budgets with those of their local dealers, giving such dealers some practical help also in writing effective local sales copy. On the other side of the local merchant, to be of the greatest help, the newspaper man ought to make a study of effective advertising so as to be able to serve as a local advertising specialist in helping the local merchant to solve his problems."

"That kind of a program would involve something of a reorganization of our methods," declared the wholesaler. "It would mean a redistribution of our advertising budget, and it would be difficult to know how to go about that unless we could foresee just what co-operation we might receive from the local men."

"Well," continued the professor, "why not cut a slice off your advertising fund to do some experimenting along this line?"

"Might do that," answered the wholesaler. "But what I should like to see is this: *The wholesalers' organization of this region, the retailers of the different state organizations of the territory, and the newspaper men in like state organizations—all appoint delegates to a (relatively small) 'council for the promotion of business,'* or something like that, and *let such a council work out a plan to be submitted to the various associations represented for their approval.*"

But at that point, desserts having been disposed of, the party broke up.

INK has not yet met ink—the ink of the wholesaler, the local dealer, and the local newspaper man, against the ink of the chain stores and the mail-order houses. "When it does, if the campaign is well organized and not too long deferred," says the newspaper man, "there should be something to show—something worth while."

VII—ADVICE to the LOVELORN PRESS AGENT, yclept : : :

AND STILL THEY COME!

—Italics Used in These "Advices" are this Editor's.—J. L. M.—

"FREE PUBLICITY—HAS IT MADE YOU RICH?"

FROM an item under the above heading in the *N. E. A. Bulletin*: "The World, Helena, Arkansas, has favored us with a bunch of the free publicity dope being sent out by various concerns. Among those who would like to steal into the publisher's columns without paying for the space are the Coleman Lamp company, National Confectioners' association, Rit Products company interested in dyeing old clothes, and the Williams Oil-O-Matic Heating corporation. This material is all nicely illustrated and it is very plain that the concerns making the cuts, the mats and *the publicity gents are all well paid* but when it comes to the publisher let him *donate* the space. This sort of business could all be checked if the publishers would simply *refuse to publish it. Throw it in the waste basket, use it to kindle fire in the furnace.* They will not use paid space when the publisher will give it to them for nothing."

THEY DIDN'T GO AFTER IT BUT GOT IT!

CHICAGO Apparel Gazette, in an editorial entitled, *"An Indiana Store Receives Some Free Publicity"*: "Unless you consider a lot of *advertising at virtually no cost as* ringing the cash register, this yarn will not come under that class.

"On April 1, a store, dealing in men's clothing and furnishings, in Indianapolis, placed large packages on most of the downtown corners with placards on them reading 'Pick Me Up.' Thousands of persons during the pay passed these packages, which displayed also the store insignia, but only one man picked one up. This particular package contained a hat. The man afterward called the store and thanked them for the hat. Strange to say, those who refused to investigate the packages missed something, for there was merchandise of some sort in every package. The public was too smart, however, and refused to be fooled by such an amateur trick. Later some enterprising newspaper reporter found out about the stunt and the general public was given a gentle front page razzing that evening. *At the total cost of one hat and some time in wrapping and placing the packages, the firm received hundreds of dollars' worth of advertising* and in addition had a good joke on the public."

"WHY PAY FOR IT?"

W. P. ARNOLD, manager Gainesville (Fla.) *Sun*, in bulletin of the Southern Newspaper Publishers' Association: "For your information, we are handing you herewith a thirty-six page get-up which was sent us by the National Underwriter to be used as free publicity for the insurance companies of the country.

"It is indeed very kind of the companies to favor us with so much nice advertising to be used in our already crowded paid columns, as free matter. You will note on the little sticker that they will be glad to buy five copies of our paper containing the stories. This is indeed very kind of them.

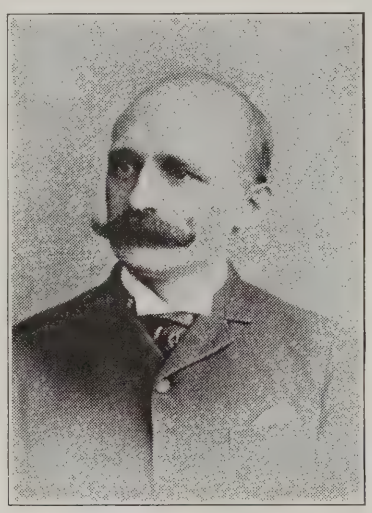
"We also are handing you a mat which we received from the Western Union Telegraph Company containing a column of free advertising on their ticker service, and also suggesting that we get five of our merchants here to take space and pay for the said Western Union advertising. We have written the Western Union that we believe they are fully able to pay for their own space without asking the merchants to do so.

"Noting from the exchanges that come to our desk, the Western Union Telegraph Company and the big Insurance Companies of the country are getting millions of lines of free advertising from the newspapers of the country, and we have never seen any record of a paid advertisement being inserted by either. The quicker newspapers realize that the big companies are not going to pay for space when they can get it free, the better it will be for all concerned, and the more prompt some of us will be able to pay off."

THOMAS E. SULLIVAN
Tribune

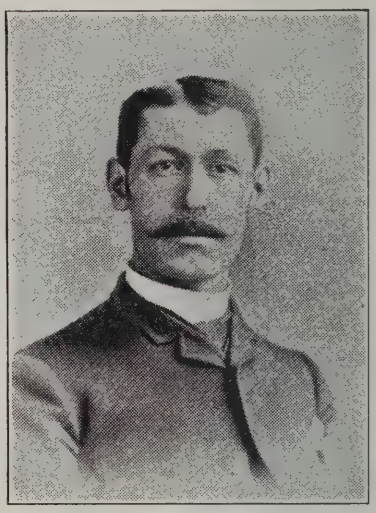
WILLIAM KENNEDY
Inter Ocean

A. B. ADAIR
News

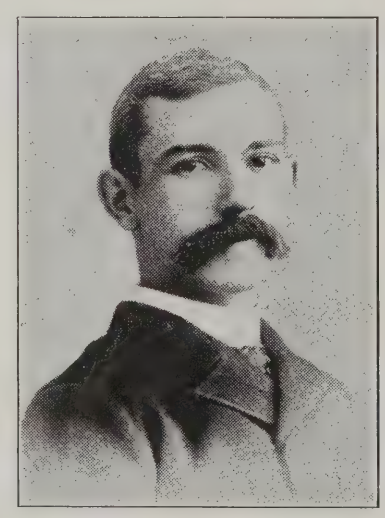


FRANK H. EHLEN
Herald

CHARLES A. PEARSON
Mail

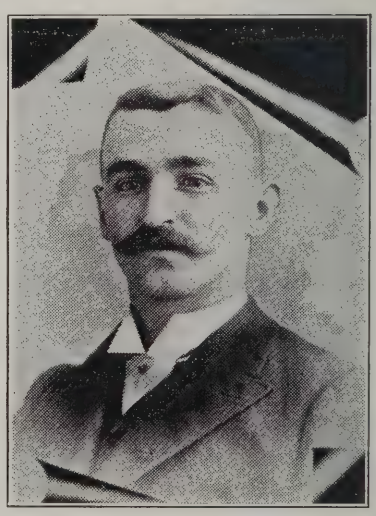


HERBERT PRESTON
Times



CHARLES G. WILSON
Post

CHARLES H. HARDING
Evening Journal



JOHN P. SCHNEIDER
Globe

COMPOSING-ROOM FOREMEN OF CHICAGO DAILIES IN EARLY '90'S

PHOTOS RECALL DAYS OF 'BACK WHEN'

Jog Your Memories With These Photos of Early Composing-Room Foremen

MANY printer-journalists, readers of *"NPJ"*, who knew personally, and many who knew by reputation will recall with pleasure, and then hark back to the old days and draw upon their memories to bring before them incidents of the years gone by, when looking at the accompanying pictures of early day Chicago composing room executives.

Through the courtesy of *The Linotype News*, in which the pictures appeared in the issue of July, 1927, *"NPJ"* is able to present this grouping of executives.

Some of the men here shown are still actively engaged, and they, with present day Chicago composing room executives, Dan Sullivan of the *Herald and Examiner*, O. W. Butts of the Chicago *Daily News*, and Thomas E. Sullivan, still active on the Chicago *Tribune*, and John P. Schneider on the makeup in the *Herald and Examiner* plant, state that to their belief and knowledge William Kennedy, Frank H. Ehlen, Herbert Preston, and Charles H. Harding have passed from this life.

Charles G. Wilson resigned as head of the Chicago *Evening Post* early this year, a farewell banquet at which he was the honor guest being tendered. The composing room force, members of the editorial department, and other friends expressed their appreciation of him as a man and friend. Mr. Wilson filled this position for thirty-six years. He is now living in Evanston, Ill.

Andrew B. Adair was superintendent of the *Daily News* for fifty years, retiring in the early part of January, 1926. He enjoyed a distinguished record covering the entire fifty years, and, to the best knowledge and belief of a large number of authorities consulted in various sections of the country, Mr. Adair was the only daily newspaper composing room executive through the entire period.

We know of records of fifty year periods of service in one office held by a number of composing room executives but they started as regular printers and gradually worked up to the point of foreman or superintendent, whereas Mr. Adair was foreman of the *Daily News* composing room upon the first day the paper was published, and remained in constant service as foreman, later as superintendent of the composing room, throughout that entire period. At a farewell complimentary dinner given him by present day Chicago composing room heads and friends, an eighteen karat gold makeup rule was presented to him in recognition of his long service with the *Daily News*.

Mr. Adair is now a resident of Orange, Calif., near Los Angeles, where he is devoting his time to watching the growth of his orchards of orange, fig, walnut and other fruit trees. About every six months he returns to Chicago and visits with his old friends and associates.

O. W. Butts recently received a letter and photograph from Charles A. Pearson, now in San Diego, Calif., who is active and in good health.

DR. M. MARKUS
President, Utah State Press Association
PUBLISHER, RICHFIELD (UTAH) REAPER—W.

DR. MARKUS came to the United States just 25 years ago from Vienna, Austria, when immigration was at its height. His first job was editing a New York paper for immigrants which was published in 14 languages—seven of which Dr. Markus edited himself.

From New York he went to Baltimore as editor of the German daily, the *Journal*. When it was discontinued he went to Cincinnati for a short time as political writer for the *Frie Presse*, a German daily.

Detroit was the next stop, where he was managing editor of the *Detroiter Abendpost* for seven years. That took him up to the time the United States entered the world war, when Dr. Markus declared he "gave up German journalism for good."

Joining a brother-in-law in Salt Lake City in a mining machinery venture, he left the newspaper business for two years. But two years was all he could stand.

HEARING of an opening for a weekly paper in Duchesne, Utah, he leased the paper and published it for one year. Then he went to Richfield, and since 1920 has published the Richfield *Reaper*.

This experience includes 46 years in the newspaper and printing business. His fund of practical knowledge, the general excellence of his paper, and his continually public spirited attitude was rewarded recently in his election as president of the Utah State Press Association.

"NPJ" STIRS MEMORIES OF PANAMAN WRITER

PRETTY soon the *"NPJ"* circulation department will be claiming that "the sun never sets on *'NPJ'* subscribers."

In this morning's mail came a copy of the Panama (Republic of Panama) *Star & Herald*. On page 13 was an illustrated feature article on early printing days by W. C. Haskins, that paper's correspondent in Colon, R. P., based on the picture and letter of M. P. Rindlaub which appeared in the October *"NPJ"*.

"In my mail last Sunday," writes Haskins, "was a copy of the NATIONAL PRINTER-JOURNALIST of Milwaukee, Wis. Running through its pages I came across a cut, herewith reproduced, of M. P. Rindlaub, a former newspaper publisher at Platteville, Wisconsin, a journalist of the old school . . . . It was under Editor Rindlaub that the writer was first introduced to the printer's art."

Correspondent Haskins then went on to describe how he signed up with the Grant County *Witness*, Rindlaub's paper, as an apprentice for $20 a year and "keep", how he was praised by the stern editor for setting a perfect galley from the scribbled notes of country correspondents, how they used to coax the old Washington press powered with a wheezing Bookwalter engine to get the paper out.

"While Mr. Rindlaub was martinet when it came to work on the paper," concludes Haskins, "the apprentices were made to feel at home at his beautiful residence. They were dormitoried in pleasant rooms, and sat at the family table where the very best of food was served, and the Rindlaub cuisine I can remember yet.

"Mr. Rindlaub . . . was an A-1 newspaper man, and had he so desired, could probably have risen high in the field of metropolitan journalism. But in Platteville . . . he was a little editorial world all by himself, master of a situation of which the publishers of the big cities might well envy."

OFFICE EQUIPMENT SALES BOOST NET

What to Stock, Sources of Business, How to Promote Sales, Told In This Article

By
HERMAN P. DEAN

MORE revenue is the principal reason why small town publishers and printers should consider the installation of office equipment departments in conjunction with their shops.

A second reason is the fact that an office equipment department brings more people to your shop. The printer or publisher who maintains an office equipment department sees more business men in his own plant and is therefore better enabled to develop job printing and advertising accounts. The man who comes in to buy a quarter typewriter tablet may be interested in buying a new typewriter, an office desk, a chair, or a filing cabinet, or may be induced to advertise or increase his space.

Selling office equipment is a business closely allied with printing and publishing. The sale of a thousand printed letterheads is not greatly different from the sale of a stationery cabinet. Office equipment can be made a pleasant and profitable sideline, and the same methods that make your job printing plant successful will build your office equipment department into a worthwhile revenue-producing department.

This is a business that can be developed in the slack seasons when general printing is dull. It is generally as easy to sell an office desk or a sectional book-case in August as in December.

An efficient office equipment department is a distinct *service* to the business men of your community and your country. It enables the local business man to buy office accessories at home as cheaply as he can in a distant city, with the added advantage of getting prompt delivery and having the satisfaction of patronizing a home industry.

Equipment For Installing Department

AN extensive investment in stock is not necessary. At first you will not want to carry in stock heavy items such as desks, safes, filing cabinets, etc., but it is advisable to have an efficient fool-proof filing system of your own, which may be used to sell your prospective customers from catalogs. A letter-size or legal-size four-drawer steel file equipped with alphabetical and numerical index guides will answer this purpose. Build a filing system adapted to your needs, with the goal always in mind to so simplify and classify your catalogs, price lists and information that they may be readily accessible.

HERMAN P. DEAN
Publisher, Wayne (W. Va.) County News

You will find it desirable to carry in stock small items, such as clips, pins, receipt books, ink, pads, rubber bands, carbon papers, file cards and indexes and folders, small filing cabinets, paper fastening machines, pencils, fountain pens, paste, waste baskets, desk trays, and numerous other similar items.

Use in your own office the office desk, chairs, cabinets, steel shelving, etc. that you sell. In this way your own office equipment will serve a double purpose, serving your own office requirements and at the same time giving your prospective purchaser the opportunity of seeing the item he is considering; it also gives him faith in your product to see that you are using it yourself.

"What shall I sell in a department of this kind?" you may ask. That depends entirely on your local field. Determine what articles of office equipment are used most in your particular territory; chances are you are already in possession of this information in a general way, due to your contact with your business men. The following list is suggested: desks, chairs, safes, sectional book-cases, steel shelving, cabinets in wood and steel, small desk equipment, trays, typewriters, printing and equipment specialities, labels, milk bottle caps, ice cards, engraving, school furniture, floor covering, etc. Make it a policy to have connections such that it will never be necessary to turn any order down. Teach the business men of your community to know that if an article is made you can sell it to them.

Sources of Business

YOU will find nearly every person in your community a source of business for the sale of office equipment supplies. The housewives are good prospects for the sale of sectional book-cases, for nearly every family has books that should be protected. Even the boys and girls will patronize you for writing paper and supplies, and engraving.

But a few of the principal sources of trade might be listed as follows: County officials, who, from time to time, will be in the market for nearly every item you carry; municipal offices; attorneys-at-law; churches are oftentimes interested in new pulpit chairs, auditorium seating equipment, record books, etc; the lodges are not to be overlooked, for the office of the average lodge secretary generally needs numerous items to make the work more efficient and business-like.

There are from one to three banks in the average small town and they occupy an important place on your list of prospects. The same is true of your business houses, stores and factories. The boards of education of your county are not to be overlooked, for they frequently need office and school room supplies that you will be able to furnish. The community library may be interested in new steel shelving for books. Schools perhaps need steel lockers, paper towels, toilet paper, teachers' desks and other accessories. You can interest your garages and merchants in steel shelving to replace the unsightly wood shelves and cubby holes which are now ancient in modern business methods. Mine offices, road contractors and a dozen others could be added to this list.

How to Build Up Business

ADVERTISE in your local newspapers. If you yourself are already publishing a paper, use your own medium extensively. Plan your advertising campaign carefully and concentrate your efforts on items in

which you feel your local business men should be especially interested. The office equipment companies you represent will be glad to furnish copy lay-outs and cuts for use in newspaper advertising. Your advertisements do not necessarily have to occupy large and expensive space, but they should be carried regularly and should always be illustrated.

Make up a list of prospects and keep that list on the addressing machine that you may use in your own plant. This list should be circularized at regular intervals. The office equipment companies provide broadsides, folders, booklets and various forms of enclosures that you can use to advantage in connection with your own promotion material. Revise your list of prospects often and weed out the impossibles and add new names.

If the arrangement of your office permits, window displays can be used to advantage. Placards and small office equipment items can be used to make up an attractive window display. If your office be located on the main street of the town, attention to window display is doubly important. You will, of course, include in your display samples of commercial printing. Window displays should be changed frequently and the items shown should never be permitted to become dust-covered and shoddy in appearance.

With every letter you write and with every statement sent out from your office enclose some kind of envelope stuffer advertising your office equipment department. Blotters can be used to advantage for this purpose. Use the enclosures furnished by the companies and also make up your own, which can be given a local appeal.

Secure representation of well known and nationally advertised companies. Sell a desk, a typewriter or a bookcase that your prospective customer has already heard about. Keep away from off-brands and inferior products. Make the purchaser satisfied with the sale and keep him satisfied afterward. If you represent the right sort of companies they will co-operate with you in this policy, for they are building for future business as well as for immediate profit.

Try to install all office equipment you sell. This is a mighty good selling point. Also figure in transportation costs and quote prepaid and delivered prices. It is only fair to your customer to know the exact amount an item will cost when installed and ready for use in his office. Feature the fact that your local business men cannot get "prepaid, delivered and installed" service when they order from some distant city by mail.

Finally, do not be discouraged if all the business you think you ought to have doesn't come your way immediately. Your business men have formed the habit of buying elsewhere, and habits are hard to overcome. It is taken for granted in this discussion that your printing and publishing business is already providing you with your livelihood, which will enable you to encounter some difficulties in your initial efforts at selling office equipment. But, keep everlastingly at it. Building up this business into a profitable side-line is not a path of roses, but it is a challenge to the man with energetic ability and a willingness to work. At first it may not seem to pay you profits commensurate with the effort put forth. But if you are faithful, in time you will harvest repeat orders from satisfied customers who have formed the habit of looking to you for their office equipment needs. It is built on the same fundamental principles that underlie any successful business enterprise, the corner-stone of your structure being good management plus hard work.

"NPJ ART in NEWSPAPER-MAKING" CAMPAIGN & TROPHY : :

BEMIS AND WEIR SPEAK THIS MONTH

Edwin A. Bemis, President, National Association of State Press Field Managers

WITH much interest have I watched "*NPJ'S*" most admirable campaign for better newspapers. It seemed to me that at the recent convention of the National Editorial Association that the "tea-set" which you presented in the newspaper production contest was one of the most prized awards. Any incentive or encouragement given this phase of the newspaper industry is exceedingly worthwhile.

"No publisher can give thought to the improvement of his newspaper without having that thought reflected not only in his newspaper, but in his personality and in his representation of the most important business in his community. No man has a right to occupy the position of editor of a newspaper without being progressive. No man can be progressive unless he improves that place in the industrial life which he is privileged to occupy.

"National advertising has a right to expect better newspapers. Readers of newspapers have a right to expect better newspapers, and I think the encouragement which you are giving to this situation is a most commendable one. I most earnestly wish you unqualified and unlimited success in your campaign.

"Advertisers have a habit of asking for position; but it is not a matter of position, but rather one of construction which tells the ultimate story of success or failure of advertising."

James W. Weir, Field Manager, West Virginia Publishers & Employing Printers Association

THE National Printer-Journalist is to be commended for the effort it has launched to encourage a better dress for newspapers and especially the country newspapers. It is performing a distinct service for the newspapers which is destined to add much to the coffers of such papers as are interested enough to improve their appearance.

"Clothes may not make the man, but a well-dressed man always makes a more favorable impression than a poorly dressed man, and that holds good as to a newspaper as much as it does to a human being.

"The paper which comes to us with a good make-up, with symmetrically arranged and well written heads always attracts our attention and it follows that a newspaper with proper typographical dress going to an advertising agency is apt to create a more lingering impression and to be in the minds of the space-buyer to a greater extent that the slip-shod paper with no character and no individuality. How else than by exteriors can the advertising agency judge a newspaper? The agency has no way of knowing much more than the bare facts about the paper in which it is using space and papers of outstanding characteristics are therefore bound to command the respect of the agencies and to be judged to a great extent by their appearance.

"After all the average newspaper simply reflects the individuality and characteristics of the man at the helm. If he be neat, systematic, progressive, modest, dependable, a newspaper will reflect those characteristics, the habits and mode of living of its owner or pilot. The editorial columns may be the backbone of a newspaper, but its dress, its general appearance, the arrangement of news matter and advertising, affords a composite index to the character of the manager and to the general standing of the journal.

"There must be and there is an intense satisfaction in publishing a newspaper in which one may take just pride and it certainly creates confidence in one's product and the selling of that product.

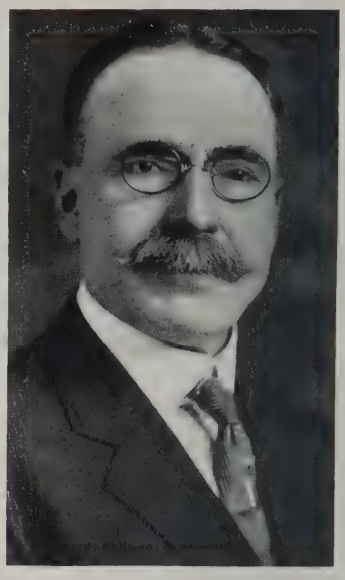
"I recall that at our recent meeting in Detroit, many of us wondered why a certain newspaper placed before us had been given any advertising at all in comparison with other newspapers, for it did not look like a newspaper and must have created the impression when the advertising agency received a copy that such a paper did not have a very large clientele or did not amount to much in the section in which it was published. That was the natural conclusion to be formed and hence it must be obvious that the publishers of country newspapers must strive in every way possible to produce a paper which will elicit favorable comment, especially if such publishers hope to increase their advertising clientele and their scope of influence.

HOW TO CHANGE FROM 7 to 8 COLUMNS

Changes Cost Less Than $100; Bring $61.60 Increase in Weekly Revenue

WHY and how to change from a seven column to an eight column page is illustrated in the experience of Frank Jaqua, editor of the Humboldt (Ia.) *Republican.*

The primary reason for the change, according to Editor Jaqua was the fact that the seven column quarto fell a little short of the weekly demands of news and advertising. It was bothersome and expensive to print inserts for extra pages. A single sheet, or two-page insert seldom paid for itself, because the labor and feeding was the same as for one side of the regular issue and the same length of time was required for feeding the extra sheet into the folder.



FRANK JAQUA
Editor, Humboldt (Ia.) Republican—W.

The *Republican* found that news matter set in 12 ems occupied only five or six more lines to the column than matter set in 13 ems. This hardly seems possible but it is explained by the fact that the paragraphs absorbed a lot of the hang-over lines.

The extra column per page solved the problem of getting more space, giving the paper one full page extra for an eight page paper.

Mechanical changes necessary included the shifting of two cogs on the Huber press cylinder; the installation of new liners on the Linotypes; the cutting down of slugs, leads and cross rules; new head rules for the pages, and new chases, quoins and side and foot sticks.

The latter changes were the most expensive, eight chases with necessary equipment costing about $80.

As a result of the change the advertising rates were boosted even though the inch rate remained the same. The *Republican's* display rate is 35c which brings the column rate to $7.70. Eight columns additional space sell for $61.60 weekly.

Mr. Jaqua reported that the change improved the typographical appearance of the paper.

Legal publications were not affected by the change in column width. The matter was passed on by the Iowa State officials, and the same number of lines make a square—in 12 or 13 ems.

GIVE US A BETTER NAME!

By Hon. L. C. Hall

Member N. E. A. Executive Committee, Wareham, Massachusetts

—In N. E. A. Bulletin—

CANNOT some better name be found for the weekly newspapers as a group than "country" weeklies? That characterization of them does not dignify them with the importance which they deserve and is scarcely descriptive of the service they render.

Not all weeklies are "country" weeklies within the implied meaning of the term. Here in the East we have many weekly papers which are distinctly urban in their character. They are published in towns of from 5,000 to 15,000 inhabitants and circulate among a class of people who cannot in any sense of the word be termed "country" people.

Many of our weekly papers in the East are strictly community papers. They deal almost entirely with community interests and circulate within a comparatively limited territory. Even in our cities we have what might be termed "neighborhood" papers; that is they are published in the interest of a unified portion of the city and deal with personal, society and business news of the locality solely. Though a city may have one of two dailies it may also have several of these neighborhood papers which hold equal importance with the dailies in their interest to their readers.

TO designate all of these papers as "country" weeklies is incongruous and ill-fitting. Yet they are so listed among the advertising agencies and to the uninitiated may be considered as of relatively small importance.

In its field the weekly newspaper holds just as important as position as does the metropolitan daily and they are even more highly regarded by their readers. Some of our so-called "country" weeklies are printed in magazine form, on fine book paper, and are printed in a very artistic manner and are a credit to any community.

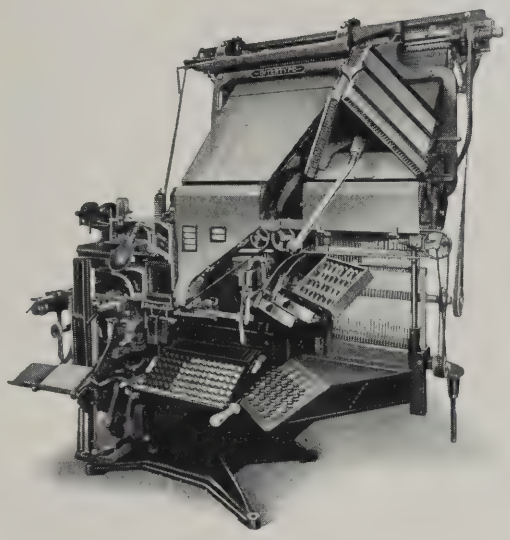
We do not wish to imply that there is anything belittling in the "country" designation. The real country newspapers are highly creditable publications and no one would resent being classed among the "country" publishers, who are of high character, of keen intelligence and publish papers which entitle them to be classed as journalists.

But the name as applied to all weekly newspapers is misleading and unfitted. There are many of our weeklies which are no more to be classed as "country" publications than are our big dailies.

THEY really are community or neighborhood weeklies and deserve a designation better descriptive of what they really are. We were sorry to see the title "Country Newspaper List" applied to a recently issued rate book of a very pretentious nature. We are aware that, to paraphrase a remark of Abraham Lincoln, the Lord must love the country people because he made so many of them, but nevertheless there are millions of people whose lives are spent in towns and cities and whose weekly newspapers are dear to them under any name.

"Country" newspapers deserve a title more descriptive of their real nature and we hope that some classification can be found which will be more in keeping with their character.

Announcing--The 43rd Intertype Profit-Making Feature



INTERTYPE E-s.m. 3
(Mixer)

The new side unit applied to the "Mixer," gives 4 magazines on the side. Including the 2 main magazines this makes a total of 6 magazines *on the machine.* 316 different characters ready for immediate use.

A NEW SIDE UNIT

with 34-channel magazines

And it's* STANDARDIZED *too

This new side unit (No. 3) can be added to any Standardized Intertype at the factory or in your own composing room.

For Intertypes A, B, C, D side unit No. 3 is furnished with one or three magazines; for Intertype E (Mixer) two or four magazines.

If more profitable and faster composition is your aim—INVESTIGATE THE INTERTYPE.

Standardized
INTERTYPE

INTERTYPE CORPORATION
1440 Broadway, New York
Chicago, New Orleans, San Francisco, Boston
Los Angeles, London, Berlin

Composed on the Intertype in Intertype Garamond and Intertype Cloister Bold family. 6 point Border Slide No. 735 and 18 point Matrix No. 733

INTERTYPE CORPORATION, 1440 Broadway, N. Y.
[ ] Send literature on No. 3 Side-Unit.
[ ] Send Booklet "Profit-Making Features"

Name.....

Address.....

WHAT MAKES 'EM LIKE IT? ONE ANSWER

Former A. P. Man, now Teacher of Journalism, Examines Fascinations of Newspaperwork

By JOHN A. DREWRY

WHAT are the satisfactions in newspaper work? This question has been put to me many time by young men and women who are studying journalism.

Newspaper men who have been engaged in the work for years sometimes ponder the same question. Some wonder whether there are any real satisfactions in newspaper work.

The question brings up the whole question of satisfaction in work.

The late Dr. Charles W. Eliot, president of Harvard University, answered the more general question by saying: *"The principal sources of satisfaction and content in daily work are . . . the active exercise of one's powers, achievement or the getting well done something worth doing, harmonious co-operative effort, successfully encountering risk, making adventures, and mastering novelty and variety."*

The old conception of heaven as a place of complete rest and undisturbed idleness, no longer suits the many. Certainly the stimulation of one's powers, physical and mental, is the source of much of the pleasure and satisfaction of *living*. The high favor in which sports and athletic activities in general are held is a testimony.

DO newspaper men who enjoy the work get their satisfaction because of its extraordinary mental and physical stimulation? Reporters, especially the so-called "legmen", and writers who gather their material through travel and observation, cannot escape the satisfaction that goes with bodily movement. To report accurately and rapidly, to observe with a view to writing one's impression, keeps one's mind on the alert. Although the physical stimulation may be lessened for "inside" editors and writers their mental stimulation will more than offset any loss through lack of physical effort.

The complexity of modern civilization, especially in the larger cities, means larger staffs—and that means "competition". This, of course, exists more pointedly between the staffs of competing newspapers. Here is the double stimulant to individual achievement. I saw this demonstrated admirably when I was working for the Associated Press. There were a great many young men in the division, all of them intelligent and ambitious, and each in a friendly way was competing with the others for promotion through achievement.

JOHN A. DREWRY
Associate Professor, Journalism
Henry W. Grady School, U. of Georgia

PROF. DREWRY was formerly state news editor at the Southern divisional office of the Associated Press, Atlanta, and has enjoyed other important journalistic experiences.

Following Woodrow Wilson's breakdown on his Western trip after the Peace Conference, the public was without information as to the exact physical condition of the president. There were many wild rumors. One was that his mind had become affected, and that the country was virtually without an executive head. All this was having a disconcerting effect on politics and economics alike. In the offices of the New York *World* it was decided that a detailed interview of the President by one of its staff men would be a real service to the people, and likewise a service to the President. Louis Seibold was assigned the task, and on June 18, 1920, most of the front page and page two of the *World* was given over to one of the most comprehensive newspaper interviews ever printed in the American press. The interview obviously was a real achievement—the kind of achievement from which a newspaper man or writer can derive real satisfaction.

Such stories as those about the burial of the unknown soldier in this country written by Wirke L. Simpson, then of the Associated Press, which resulted in an acknowledgement by the Pulitzer board with a prize; the success of Pierre Van Passen of the staff of the New York *Evening World*, in obtaining an interview with Mussolini, and Thomas B. Morgan, manager of the Rome Bureau of the United Press, in obtaining "My Twenty-four Hours" from Mussolini, doubtless bring a sense of satisfaction and achievement that attaches newspapermen to newspaper work, "despite everythin".

The newspaper man's achievement usually goes. But the stimulus for further achievements, and the satisfaction coincident to the achievement are always there.

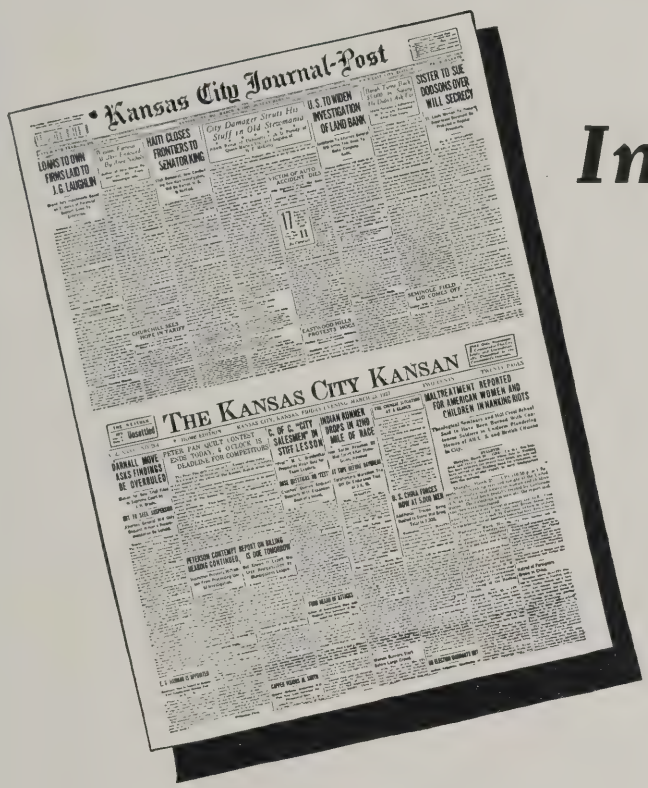
AMERICAN cities, education, and social work in general are indebted to newspapers throughout the land for services, frequently known not even in the towns benefitting from them. To clarify the point: The tunnels in Los Angeles, by means of which children may approach the school and avoid the heavy traffic on crowded thoroughfares, came about largely as a result of the efforts of the Los Angeles *Herald*. Marion, Ohio, was beautified through efforts of the Marion *Star*, the late President Harding's paper. The Chicago *Journal* has done much in the way of cleaning up crime and vice in that city. The activities of newspapers in the interest of their various reading constituencies, would make a volume; in fact, they have in Norman J. Radder's *"Newspapers in Community Service"* (McGraw-Hill).

For generations this and that has been said about competition. Certainly competition is the source of much of the satisfaction one gets from labor.

But competition in the newspaper field has larger aspects. Competition between two of the more important news gathering associations, the Associated Press and the United Press, has resulted not only in improvement of those services, but in mental stimulation, achievement, and satisfaction on the parts of the personnels of the two bodies. Some newspapermen say that the Associated Press is today carrying short feature and human interest stories largely as the result of its chief

Imperial METAL

© 1927, Imperial Type Metal Co.


Kansas City Journal-Post
THE KANSAS CITY KANSAN
LOANS TO OWN FIRMS LAID TO J. C. LAUGHLIN
HAITI CLOSES FRONTIERS TO SENATOR KING
U. S. TO WIDEN INVESTIGATION OF LAND BANK
SISTER TO SUE DOHENYS OVER WILL SECRECY
MALTREATMENT REPORTED FOR AMERICAN WOMEN AND CHILDREN IN NANKING RIOTS
INDIAN RUNNER DROPS IN 42ND MILE OF RACE
C. OF C. "CITY SALESMEN" IN STIFF LESSON
BARNALL MOVE ASKS FINDINGS BE OVERRULED
PETER PAN SEEKS CONTEST ENDS TODAY; DEADLY FOR CONTESTERS

Imperial is in Kansas City on Both Sides of the River

KANSAS City on both sides of the river has welcomed Imperial Type Metal and the Plus Plan. The Kansan and the Journal Post as well as leading printers have joined the ever growing ranks of Plus Plan Users.

Sometimes we wonder if publishers and printers who have not selected Imperial Metal and the Plus Plan realize the many advantages they are overlooking.

We wonder if they know that the Imperial combination will keep their metal in A-1 condition at all times—that it's the most reliable method known for taking care of type metal. Are they acquainted with the fact that the use of the Plus Plan minimizes metal troubles and helps secure clean-cut, uniform impressions. We wonder if the non-users of the Plus Plan know that it postpones the need of new metal supplies indefinitely, and in other ways cuts metal costs.

If non-users knew the many advantages of Imperial and the Plus Plan they would send immediately for detailed information. Do you know the advantages?

IMPERIAL TYPE METAL COMPANY

Manufacturing the following metals:

LINOTYPE · ELROD · MONOTYPE · LUDLOW · INTERTYPE · LINOGRAPH · STEREOTYPE · THOMPSON

Philadelphia · Cleveland · New York · Chicago

competitor, the United Press, doing so. Certainly this spirit of competition among newspapers, press associations, and individuals engaged in newspaper work, is a source of satisfaction, and is worthwhile to all concerned.

The position of the newspaper as a public institution devoted to the picturing of the activities of the community and world, and to interpreting multifarious occurrences, makes the possession of judgment and skill on the parts of those that engage in the profession a necessity. What to print and what not to print; what to support editorially and what to ignore or to denounce editorially; crusades worthy of pushing—these, and many other problems that call for action daily by editors and reporters, presuppose an understanding and skill above that possessed by the average person. And there is satisfaction in the administration of such faculties.

ONE engaged in newspaper work does not have to read adventure stories to satisfy his inate desire for adventure. During the fall of 1926, when Florida was swept by a hurricane and there was much property damage, to say nothing of deaths and injuries, the Southern Division offices of the Associated Press realize the necessity of getting, and getting immediately, comprehensive reports of the storm swept area. Telegraph telephone, and railway service had been cut off by the hurricane. W. F. Caldwell, the news editor, decided to send two of his staff men to Tampa and West Palm Beach (Florida) in an airplane. Here was *real* adventure. And certainly with the adventure came satisfaction. As these two men from Atlanta were braving the elements of the air in their journey south, another A. P. man, already in Florida, was walking miles through water and slush in order that he might get to a telephone. Correspondents in foreign lands, and war correspondents, could tell of many adventures that would make this one comparatively unexciting.

Day in and day out reporters on papers throughout this country are having adventures the equal of any adventure story.

One day a reporter may talk politics with William G. McAdoo. The next day he may be reporting a murder, mysteriously committed in a fashionable hotel, or reporting a convention of noted educators. Even for copy readers and editors, there is daily change of menu, because every story that passes their desks for editing is different; or if not different, certainly it has a new angle.

NOTHING, so far, has been said about the financial remuneration of those engaged in the newspaper profession, or in writing. This has been done purposely. Although all men, regardless of the nature of their work, are desirous of making as much as their efforts command, and though money be necessary to the proper kind of livelihood, it is not from money that the greater satisfactions of life are realized. This fact seems better known to newspaper men, perhaps, than to any other group.

As one who has been editor for many years said, there are but two other professions that can equal journalism for opportunities of real achievement and service to humanity, *and satisfaction*—the ministry and medicine.

"No Room for the Whiner"

FROM "PRINTERS' INK", NEW YORK SEPTEMBER 22, 1927

"RETAILERS in certain Kansas towns are trying to persuade the local newspapers not to accept chain-store advertising. The burden of their argument seems to be that the chain stores interfere with the business of the established retailers of the town and therefore should not be permitted to advertise. *Some of the newspapers show signs of yielding. But most of them are taking the sensible stand that any advertiser who does a legitimate business can advertise in their columns just as long as he is able to pay his bills.*

"THE SAME kind of pressure is being brought to bear on newspapers and State farm papers in an effort to get them to throw out retail mail-order house advertising. *The local interests base their campaign on the thought that retail mail order is the sworn enemy of the small town* and that it should not be given aid.

"THERE IS much more whining than reasoning to be heard and seen in many of the "buy-at-home" campaigns directed against the chains and mail-order houses. And the funny part of it is that *the people are beginning to see it.* The average person is not going to buy a thing merely to promote a cause, even though it may be as commendable a one as building up a town. *People buy merchandise, or refuse to buy it, in accordance with the dictates of their own personal advantage.* This is true when you come to think of it, throughout the whole range of buying and selling. *The whiner never gets anywhere. When he whines he usually is trying to cover up his own weaknesses and thereby betrays his acknowledgment that his competitor is a better man than he.*

"THIS IS why it is so risky to attack a competitor, whether that competitor be a chain-store owner, a mail-order man, *a rival publisher* or what not."

(ITALICS ARE NPJ's").

HAND-BILLS OR SPACE ADS FOR AUCTIONS?

HERE'S a new slant on the poster hand-bill vs. newspaper advertising question. It comes in a letter from E. A. Tostevin, president and treasurer of the Pioneer Publishing Co., Mandan, N. D., publishers of the Mandan *Daily Pioneer* and the Mandan *Pioneer* (W). Mr. Tostevin's letter follows:

"We have lost very little from our newspaper to our job printing department. The newspaper advertising always comes first. I was much interested in the article in your November number which deals with this problem and I think the success we have met with this fall in getting the farmers lined up to advertise their auction sales in the newspaper rather than through the old fashioned auction poster is worth mentioning in this connection.

"Early in the season I addressed a letter to every bank and auctioneer and the men who usually 'clerk' the auctions and also used a news story in the *Daily Pioneer,* pointing out the folly of relying on auction bills, tacked up on fences, barns and poles.

"It was pointed out that this was very well in the old days when the farmer drove a team and could stop and rest the team and read the bill. But now-a-days when every farmer whizzes by at from 30 to 50 miles an hour he gives the sale bill scant attention.

"These letters were accompanied with information regarding the coverage of the *Pioneer,* and the result has been that but one sale this season in our territory has failed to use some space in the *Daily Pioneer.* We have used mostly six-inch double-column ads, and the financial returns have not been big, amounting to about $10 for each sale, but next year they will be willing to come in more liberally.

"We don't cut the rate, but boil down the matter to go into the space, the idea being to prove to the farmer the value of newspaper space. Farmers think nothing of driving 40 or 50 miles to a sale, and they have been getting the crowds and sales have been more successful than ever."

F. P. ADAMS—"For now, from Berlin, comes news of the publication of a new magazine, or rather directory. It is called *Maecenas,* and it is a directory of collectors with hobbies of all kinds. It has the names of collectors of this and that in various countries of Europe and here. The book contains 600 pages and has 50,000 addresses of institutions and private individuals."

ROUND TABLE

GRAPHIC ARTS CONFERENCE BOARD*

Experience "Pool" for Graphic Arts Groups; How and Why Organized; What It Has Done

By EDWARD T. MILLER

Secretary, United Typothetae of America and Chairman, Graphic Arts Conference Board

—IN THE U. T. A. BULLETIN—

ABOUT five years ago members of various international and national associations of employers in the graphic arts industries began to realize there is more or less duplication of effort among these various associations which might be obviated by judicious assignments to certain ones of functions they are peculiarly fitted to perform, so that all graphic arts associations might have access to the information and experience of others, yet retain their respective identities. A feeling had been growing that these associations should attempt in some manner to work in closer cooperation and, if possible, to coordinate their activities to a greater extent than was being done—all toward the advancement of efficiency and the elimination of waste.

Acting somewhat in response to this sentiment, the Executive Council, United Typothetae of America, sent invitations to the President and Secretary of each of the graphic arts employers' associations, requesting them to be guests of the Typothetae at an informal dinner conference at the Edgewater Beach Hotel, Monday evening, October 13, 1924, for the purpose of discussing the feasibility of the formation of a Conference Board to consider from time to time any broad questions in which the graphic arts industries have a common interest. This meeting was attended by sixteen officials of seven different employer associations. The sentiment was unanimous that such a Conference Board would be a real step in advancing the interests of all the graphic arts.

OUT of the meeting grew recommendations for the formation of a Graphic Arts Conference Board.

The second meeting of the Board was held in February, 1925, at New York City, at which time the program consisted of a discussion of the problem of middlemen; a cooperative movement to secure talent for conventions, and a name for type printed imitation of engraving.

The third meeting was held at the Edgewater Beach Hotel, Chicago, on October 19, 1925. Representatives were present from the following constituent associations: National Association of Employing Lithographers, International Electrotypers Association, Engravo-Graphia, Label Manufacturers National Association, Canadian Lithographers Association, United Typothetae of America.

At this last meeting a number of other associations were invited to send representatives to the Conference Board. These were the Greeting Card Manufacturers Association, the Association of Advertising Specialty Manufacturers, Manufacturing Stationers, Envelope Manufacturers, and Commercial Stationers. The absentees at the meeting were the Photo-Engravers Association and the Employing Bookbinders. The program consisted mostly in reviewing all work of the previous meeting and in discussing the question of the standardization of a title for raised printing imitating engraving and paper standardization.

The fourth meeting of the Board was held at Philadelphia, Saturday, June 19, 1926. Seven of the constituent associations were represented. The meeting was given over to the discussion of the commission broker or middleman; to the right name for raised printing; to the simplification and standardization of paper; to credit bureaus; to the Graphic Arts Exposition of 1927; to the training of apprentices, and to the question of uniform costs. The Philadelphia meeting was particularly an interesting one and was attended by men prominent in the industry, including the late Mr. R. W. Nelson, President of the American Type Founders Company, and Mr. L. S. Hawkins, Managing Director Lithographic Technical Foundation. The men representing the constituent associations were and are leaders in their respective industries.

It is unfortunate that the attempt to hold a meeting at Detroit was a failure owing to the crowded schedules of the conventions of the United Typothetae of America, the Bookbinders Association and the direct Mail Advertising Association.

THE Graphic Arts Conference Board has a real place in furnishing an opportunity for the leaders of the various employer associations in the graphic arts to come together and discuss freely the problems that arise in our various contacts. There is a very definite demand for the elimination of waste due to duplication of effort. The work that is now being done by the various constituent associations is perhaps, to a certain extent, frequently duplicated. How such duplication may be avoided and the various industries fully served, is a question which challenges our best thought. Furthermore, the world is moving more and more towards federation of groups.

The graphic arts industries have so many things in common that they well may begin consideration of a plan for a closer federation of their trade associations. I am not one to advocate any plan for consolidation that would have even a tendency to lose the individual identities of the present splendid associations, but I believe we soon ought to provide in a definite way for a more permanent organization with representatives elected perhaps for a short period of years, in

GRAPHIC ARTS CONFERENCE BOARD

Purpose: The coordination of educational activities, the elimination of waste and of duplication of effort, standardization of business practices, and the development of service to the public in a manner to advance the best interests of the public and the graphic arts.

Representation: Each constituent association shall be represented on the graphic arts conference board by two delegates, preferably the president and active secretary.

Responsibility: The graphic arts conference board is to have no authority to bind any of its constituent associations nor to usurp any of their functions, all its acts to be solely recommendatory.

Officers: To be a chairman, who shall conduct the meeting, and a secretary who shall keep the records and report the same to the constituent associations.

Expenses: Each constituent association shall pay the expense of its delegates to meetings and its pro-rata share of the expense of circulating the reports, not a treasurer or funds being regarded as necessary in the conduct of the graphic arts conference board.

Meetings: To be held at the call of the chairman with the advice and consent of the constituent associations.

*ED. NOTE: *While "NPJ" has not committed itself to any plan of federation of the graphic arts industries, it is naturally interested in the developments in this direction. We publish this report by Mr. Miller not only as a matter of news but as furnishing information on which discussions on the subject may be based. We will welcome comments by our readers.*

order that we might undertake to set up certain policies more permanent and more continuing in their nature.

A number of groups of industries are now centering their long time policies in chambers of commerce, in federated bodies, and otherwise working at the questions which arise in industry in the broadest possible ways. I believe the graphic arts industries have a splendid opportunity in this direction.

ASSOCIATION : : : : PROGRESS

OKLAHOMA PUBLISHER WINS NATIONAL CONTEST—R. H. Wessel, publisher of the Rederick (Okla.) Press, won the first prize of $50 in the N. E. A. contest sponsored by the Omaha, Neb. Chamber of Commerce, for the best newspaper stories of the Nebraska tour which followed the convention in Omaha last June.

STAFF MAY REPRESENT PUBLISHER—An amendment to the constitution of the Tri-State Editorial Association provides that any editor or publisher may be represented at future meetings by any member of his staff whom he may choose to send. Accredited representatives are empowered to vote.

CHARLES M. MEREDITH—Was honored with a testimonial dinner commemorating his public-spirited work as publisher of the Quakertown (Pa.) *Free Press* and president of the National Editorial Association. The toastmaster was E. S. Moser of the Collegeville (Pa.) *Independent*. Fifty publishers, members of the Montgomery-Bucks County Press Association, and guests, including two judges and a state senator, attended the dinner, which was held at the Adelphia Hotel, Philadelpia, in October.

YOUR PLANT FOR SALE? WATCH FOR THIS STUNT!

Look out for this stunt; men are in the field in the East listing newspaper plants for sale. The salesman goes into a plant and asks if the owner wants to sell. If he does, the price is asked and the owner is assured that there will be no charge for making the sale, and asks him to make the price reasonably high. Before the salesman leaves, he explains that there is an advertising charge of $35.00 and asks that this amount be advanced, the charge to be refunded when the sale is made. The salesman disappears and is not heard from again.—*Colorado Editorial Association Bulletin.*

ASSOCIATION DATES

January

NORTH CAROLINA PRESS ASSOCIATION, 11-13, Mid Winter Institute at State University, Chapel Hill.
KANSAS PRESS ASSOCIATION, 13-14-15, Wichita.
CALIFORNIA NEWSPAPER PUBLISHERS, 20.

February

INLAND DAILY PRESS ASSOCIATION, 21-22, Morrison Hotel, Chicago.
NEBRASKA PRESS ASSOCIATION, 23-24-25, Grand Island.

May

NATIONAL ASSOCIATION OF STATE PRESS FIELD MANAGERS, 23-27, Memphis, Tenn.
NATIONAL EDITORIAL ASSOCIATION, 28-30, Memphis, Tenn. (Outing May 31-June 9.)

July

INTERNATIONAL ADVERTISING ASSOCIATION, 8-12, Detroit.
NORTH CAROLINA PRESS ASSOCIATION, 18-20, Sedgefield Inn, Greensboro.

ASSOCIATION ELECTIONS

SOUTHWESTERN INDIANA NEWSPAPER OWNERS—President, William B. Carleton, Boonville Enquirer; vice-president, Otis I. Broner, Dale Reporter, secretary and treasurer, Charles T. Baker, Grandview Monitor.

NEW YORK STATE CIRCULATION MANAGERS' ASSOCIATION—President, George Erb, Jr., Buffalo Evening News; vice-president, William F. Baldwin, New York World and Frank J. Clancey, Buffalo Courier Express; secretary-treasurer, Alfred W. Cockerill, Utica Press.

SELECT LIST OF OHIO DAILY NEWSPAPERS—President, Louis H. Brush, Brush-Moore Syndicate; vice-president, Harry E. Taylor, Portsmouth Times-Sun; secretary-treasurer, C. H. Spencer, Newark Advocate.

OUTDOOR ADVERTISING ASSOCIATION OF AMERICA—President, C. U. Phillev, Phillev Advertising Co., St. Joseph, Mo.; vice-president, Al Norrington, Pittsburgh; treasurer, O. S. Hathaway, Middletown, N. Y.; Chairman of Board, Kerwin H. Fulton, president, General Outdoor Advertising Company, Inc.

TRI-STATE EDITORIAL ASSOCIATION—President, H. N. Wagner, Homer (Neb.) Star; vice-president, Deloss Hall, Kennebec (S. D.) Leader-Advocate; secretary, Carl Sturges, Correctionville (Ia.) News; treasurer, W. E. Patterson, Smithland (Ia.) Tribune; new member of board of directors, Mrs. Marie Weekes, Norfolk, Neb.

WEST TEXAS PRESS ASSOCIATION—President, L. M. Watson, Sweetwater Reporter; vice-president, Jess Mitchell, Littlefield Leader; secretary-treasurer, Bowen Pope, Hamlin Herald.

WEST VIRGINIA STATE JOURNALISM CONFERENCE—President, Edward D. Woodyard, Spencer; vice-president, H. S. Whetsell, Kingwood; secretary, S. S. Buzzard, Berkeley.

CHARLES M. MEREDITH
—N. E. A. President, Honored With Dinner—

ACCOUNTING : : MANAGEMENT

COLLECT! COLLECT! COLLECT!

There is not a day goes by but some editors find they have lost some accounts and wish they had watched their collections.

Collect courteously but emphatically.
Collect, because it belongs to you.
Collect, because business demands it.
Collect, because overdue accounts develop haters.
Collect, because the public respects a good collector.
Collect, because past due accounts are business liabilities.

And, above all, collect, or the collector will get you—*Colorado Editor and Intermountain Press.*

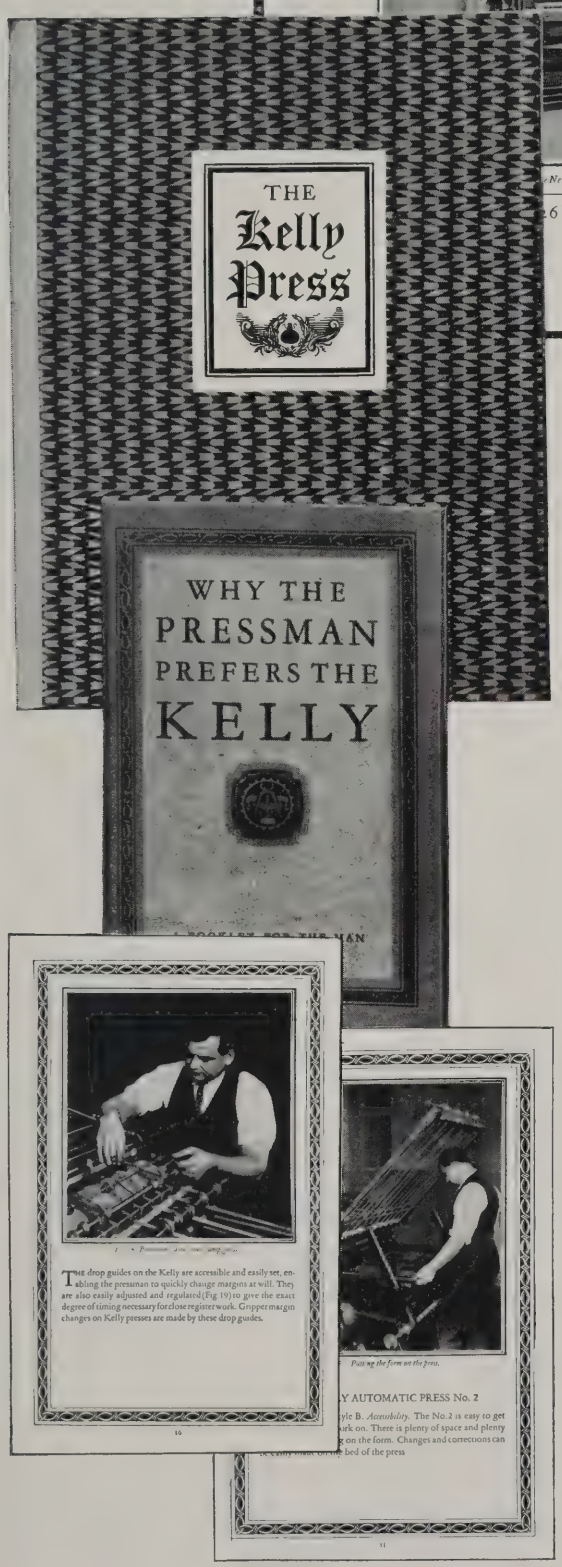
WHAT TO DO WHEN YOU GET A GOOD IDEA

1. Make your plan in writing.
2. Compare it with the methods of the most successful men.
3. This is most important: Have your plan criticized in advance by those it will affect and by anyone else that can be helpful. Our plans are bound to be criticized, either before or after they are put in operation. If we have them criticized in advance the chances are that they will be more favorably received, and even defended as their own ideas, by those upon whom they depend for success.
4. Put it into operation.
5. See that it keeps itself in operation until rescinded. Until your plan keeps in operation automatically you have not organized it.
6. Keep the plan open to revision, but do not allow it to be changed except after the most careful reasoning.—*Edward A. Filene.*

CIRCULATION COSTS

A member with a circulation of approximately 4,000 has asked a number of questions that the Secretary has endeavored to answer, and in so doing has quoted several authorities. The subject is one, however, that is worthy of discussion on the part of every member, and particularly those in a class with the paper in question. Members who feel that they can answer the questions, or at least from the standpoint of their own paper, are requested to write the Secretary, to the end that the information be passed to the inquiring member.

THE
Kelly
Press
Newest Kelly Automatic
26]
CHAPTER V.
The Kelly = The Direct Advertising Vehicle of Today and Tomorrow
THE Kelly Press in all of its models meets the need of today and anticipates tomorrow. The Kelly is absolutely and completely automatic. Its parts are interchangeable and always available. The automatic feeder and the extension delivery are made under the same roof, under the same standards of workmanship as the press itself. The Kelly is a complete printing unit—all of its devices are integral parts of the press. The Kelly is never to be found out
[27]


WHY THE
PRESSMAN
PREFERS THE
KELLY
The drop guides on the Kelly are accessible and easily set, enabling the pressman to quickly change margins at will. They are also easily adjusted and regulated (Fig. 19) to give the exact degree of timing necessary for close register work. Gripper margin changes on Kelly presses are made by these drop guides.
Y AUTOMATIC PRESS No. 2
bed of the press

THE KELLY PRESS—a de luxe board-bound book telling the story of the Kelly line and how it has brought the printer into contact with big business.

WHY THE PRESSMAN PREFERS THE KELLY—a booklet for the man behind the press, written from the pressman's angle.

Have You Sent For Your Copies?

THOUSANDS of commercial printers, large and small, in all parts of the country, have already sent for copies of these two books.

Many have asked for additional copies for their office and plant executives.

If you haven't sent for your copies yet, mail the coupon below. No cost, no obligation—and you'll find the books worth reading.

AMERICAN TYPE FOUNDERS CO.
300 Communipaw Avenue, Jersey City, N. J.

Please send me your books on the Kelly Press as checked below.

☐ THE KELLY PRESS
☐ WHY THE PRESSMAN PREFERS THE KELLY

Name ..... Firm .....

Address .....

ROUND-TABLE

and also discussed through the bulletin. The questions are as follows:

What should be charged against circulation?

We charge white paper, ink, circulation salaries, postage for mailing department, circulation automobile expense and a bonus we give prompt paying subscribers amounting to about 60c a year per subscriber.

Should any other item be charged against circulation? Should editorial or mechanical costs in any way be charged against circulation?

What would be a fair cost per subscriber for securing new business? City, rural, mail?

Our circulation is slightly over 4,000; 6 to 8 pages. Subscription price, per week, 15c; by mail, 50 and 65c per month. What would be a fair profit per year?—*N. E. A. Bulletin.*

WHAT ARE YOUR COSTS?

A METHOD for establishing costs for small retail stores has recently been evolved by the National Association of Credit Men, and it should be of especial interest to the man with a small shop who can never tell whether or not he is really making any more than wages:

1. Charge interest on the amount of your investment, exclusive of real estate.
2. If you own any real estate or buildings which are used in the business, charge the amount of rent you would realize were they occupied by someone else.
3. For your own services and those of any members of your family who may assist in the business without pay, charge an amount equal to what these services would be worth to others, adding this item to the cost of hired help.
4. Charge depreciation on all goods or materials on which you must cut price for any reason.
5. Also charge depreciation on building and fixtures.
6. Charge amounts donated and subscriptions paid.
7. Charge all fixed expenses, such as water, light and fuel.
8. Charge all incidental expenses, such as postage, supplies, telephone, telegrams, advertising, goods stolen, bad debts and allowances made customers.
9. The total of all these items of expense at the end of the year will give what it has cost to do business, and this figure divided by the total volume of business gives the per cent it has cost you to run the business.

How much money are you making when you figure it out in this manner?—*From "Material Thoughts", published by Wm. F. Goldberg Co., Milwaukee.*

WHAT THREE READERS THINK ABOUT "NPJ"

JOHN N. GREEN, Editor, Colorado Springs (Colo.) *Farm News*—"I feel that the NATIONAL PRINTER-JOURNALIST is the most representative and most practical trade publication that has come under my observation, and I believe I have seen them all. During the several years that I have been a subscriber, I don't believe there has been a single issue that has not been worth at least the price of a year's subscription to me. I have gotten many ideas which I have been able to apply to my own business with profit. There is not a publisher anywhere, especially of weekly and small city daily publications, who can afford to miss the good things contained in each issue of the NATIONAL PRINTER-JOURNALIST. I would rather miss a meal—and I am right fond of eating!"

FRANK H. BEATTIE, Manager, Bridgetown (N. S., Can.) *Weekly Monitor*—"During an informal discussion at the annual meeting of the Maritime Branch of the Canadian Weekly Newspaper Association, it was universally agreed that the NATIONAL PRINTER-JOURNALIST was by all odds the most interesting, practical and generally helpful to weekly publishers of any publication dealing with general newspaper problems. As a subscriber for some years I am very much pleased to convey this intelligence to you feeling that the opinion is thoroughly correct in every particular."

EDWARD D. WOODYARD, president of the West Virginia Journalism Conference and Newspaper Council and publisher of eight West Virginia weeklies—"Enclosed is my check for a two years' subscription to your very helpful *'NPJ'*."

BALL NEW MANAGER OF TORONTO TYPOTHETAE

LOUIS J. BALL
Now Executive Secretary
Toronto Typothetae

LOUIS J. BALL has been appointed executive secretary of the Toronto Typothetae, succeeding W. C. Parsons, who resigned in October to enter business in California.

Mr. Ball has been manager of the Canadian Weekly Newspapers Association for the last two years, with headquarters in Toronto. For several Association for the last two years, with headquarters in Toronto. For several years he was president of the British Columbia and Yukon Press Association, and also the Okanagan Press Guild of British Columbia, of which he was the founder.

REBUILDINGS: NEW HOMES: ADDITIONS

Anaheim (Calif.) Bulletin—Lease signed for 2-story plant and construction work started on remodeling the structure.

Beaumont (Calif.) Gateway Gazette—In new quarters on the principal street of the town.

Reseda (Calif.) Banner—Now in new quarters.

Montrose (Colo.) Daily Press—Reported that Chas. E. Adams, owner, has closed deal for new business block, presumably for new home for Daily Press.

Wilmington (Del.) Every Evening-d.—Erecting new building.

Brookfield (Ill.) Star—Building new home.

Arlington (Mass.) Advocate—In new and commodious quarters.

Newberg (Ore.) Graphic—In new home

Platte (S. D.) Tribune—To erect new building.

Shelbyville (Tenn.) Bedford County Times—Preparing to move into new building.

Pennsboro (W. Va.) News—Moved to Flanagan Bldg. on Paradise alley.

ADVERTISING : : : PRACTICES

FIVE WAUPACA (Wis.) GROCERS have subscribed to a co-operative, large-space ad-plan in the *Post*. They had thought the town was too big for neighborhood grocers to use newspaper space.

ONE RATE FOR ALL ADS?—Letter to Field Manager Bemis, Colorado Press Assoc., from E. G. Downs, community publisher: "The foreign advertiser generally wants a file copy, and sometimes, as in the case of the American Press Association, he either demands three copies or a tear sheet sent first class mail. On my local advertising my customers are almost without exception subscribers to the *Press*, paying annually for the paper just the same as non-advertisers. I never could see why the fact that a man runs a one-inch or one-column ad entitles him to a copy of the paper free, any more than when I go in and buy a plug of Horseshoe he should throw in a 5-cent cigar.

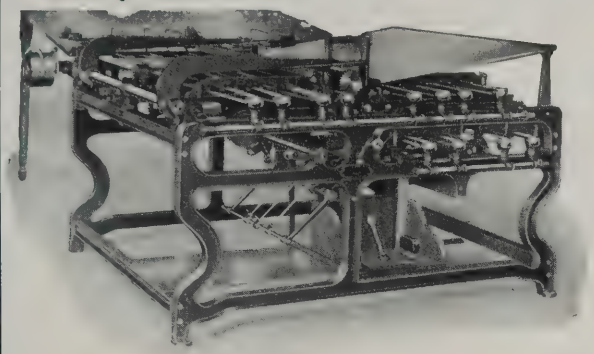
"Some years ago I was on the Montrose *Press* when Carley Adams thru his manager, G. M. Greene, adopted the no-free-paper policy. One of his heaviest advertisers refused to subscribe, but didn't stop his ads. None of them do, in my experience.

"But just try that on a foreign advertiser, and then try to collect on your contract. I'd like to see you try and get it.

"Another thing is that on contracts calling for a certain position if an ad is run wrong you get no credit for it. On my local stuff everything is taken 'run of paper' and no trouble is made for the makeup man. If a foreign advertiser writes that he must have a certain place I write back that there is a charge of 25 per cent for preferred position, and that generally closes the incident.

"Nope, Ed, I can't see that one-price-to-all stuff—at least not until foreign advertisers are willing to take 'run of paper' position and pay

Do you dread going to press with your Paper? Is your Folder a Source of Trouble and Delay?



Then we can be of real service to you as proven by the following quotations picked from many letters we have received from satisfied users of the

Mentges No. 2 Newspaper Folder

which never causes a minutes delay.

"Since the installation of our Mentges Folder, it has been used in folding all the Herald's edition *without the loss of one minute's time.*"

W. C. Less, Norman County Herald, Ada, Minn.

"The Mentges is doing our work in a most satisfactory manner and *never causes us a minute's* trouble."

L. E. Worster, Montpelier Herald, Montpelier, Ind.

Write for full particulars today

The Mentges Folder Co. - - - Sidney, Ohio

Builders of Profitable Folding Machinery

A MONITOR EQUIPPED PLANT

The plant of the Union Book Bindery, Chicago, shown here, operates

Four Monitor Stitchers

A Monitor Punching Machine

A Monitor Power Perforator

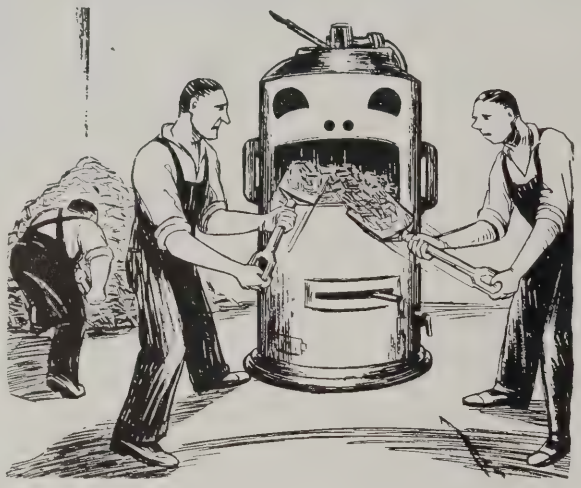
This company bought their first machine in 1913—their last one in 1926; all are in operation.

LATHAM MACHINERY COMPANY

1153 FULTON STREET, CHICAGO

NEW YORK: 461 Eighth Avenue PHILADELPHIA: Bourse Building BOSTON: 531 Atlantic Avenue

Why Melt Type Metal TWICE?

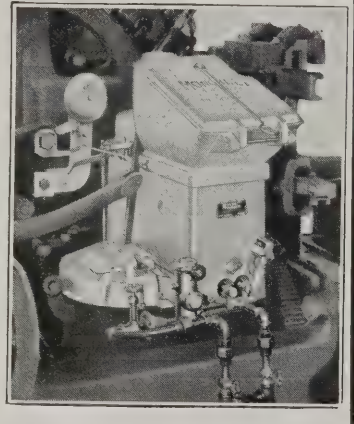


THE MONOMELT SYSTEM
Saves Remelting and Pigging

DO AWAY with the metal furnace and its remelting, moulding, hauling, dumping and heavy type metal losses. The MONOMELT SYSTEM melts the metal only once, automatically *cleans and feeds* it in perfect condition for good slugs. The MONOMELT SYSTEM saves enough in metal cost and increased production to pay for itself in one year. Any Monomelt user will bear out this statement.

The MONOMELT SYSTEM installed in your plant will:

1. Increase production 10% to 25%.
2. Cut metal drossage 75%.
3. Clean and purify type metal.
4. Insure clearer and sharper type faces.
5. Produce solid slugs.
6. Eliminate hot and cold metal.
7. Save time, labor and floor space.
8. Prevent sunken and defective letters.
9. Eliminate your remelting furnace.



THE MONOMELT COMPANY

1611-1615 Polk Street, MINNEAPOLIS, MINN.

CHICAGO
530 Transportation Building

NEW YORK
1009 World Building

Send this coupon for full particulars

We have the following machines:

No. of Machines	Make	No. with Gas Pots	No. with Electric Pots
	LINOTYPE INTERTYPE LINOGRAPH		

Firm Name .....

Street No. .....

City and State .....

Signed by ..... *Title* .....

NPJ 12

ROUND TABLE

for a check copy. I believe the 5 cents an inch additional I require just about covers the extra expense involved."

TIPS ON INVOICING FOREIGN ADVERTISING

H. D. LEGGETT, publisher of the Ord (Neb.) *Quiz*, and president of the Nebraska Press Association uses the standard N. E. A. invoice and sends it together with the tear sheets in an 8½ x 11 inch envelope to the agency. The imprint on the mailing envelope is reproduced here.

Invoice and Tear Sheets

Return in ten days to
THE ORD QUIZ
ORD NEBRASKA

To_____

_____

_____

Advertiser _____

"Results are most gratifying," says Leggett. "I believe this simple system solves the problem of prompt payment of foreign advertising accounts. When the first day of the month comes and the posting is done from the advertising book to the ledger, the invoices are made out and it is but a few moments' work to take the envelopes of tear sheets, check them with the invoices and mail."

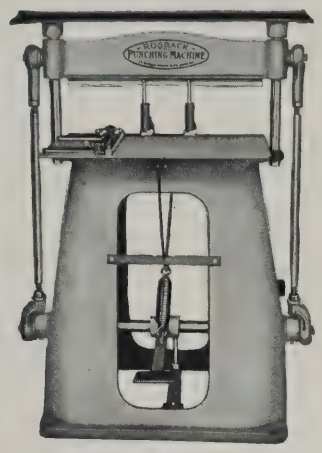
LOCAL MERCHANT CONVINCED—"Just to prove to one of his grocers that people read the advs, Paul Jones of the Lyon *News*, ran a little local for the grocer, offering a can of coffee free to the first two people who read the adv. The grocer got 150 calls the next morning, some of the folks calling him out of bed. It made a good advertiser out of him."—*Southern California Bulletin*, Ben H. Read, Field Manager.

MINIMUM ON CLASSIFIED—"Frank Van Meter, of the New Richmond (Wis.) *News*, has a minimum 50c rate on classified ads—and says it's as easy to get the 50c minimum as it is the 25c, usually charged. Van Meter's rate is one cent a word, per insertion, with 50c minimum—and he will run a ten-word ad 5 times or a twenty-five-word ad two times, or a fifty-word ad one time, etc., for the minimum rate. He says that he finds that the 50c rate makes it more of an incentive for the advertiser to tell more in the ad than formerly—and the plan is working fine with him. The handling of this business costs more than regular routine matters—and the 50c minimum rate is one that is worthy of consideration everywhere."—*Minnesota Bulletin*, Sam Haislett, Field Manager.

DEFEATING "CHECKING COPY EVIL"—Edgar Bloom, Redmond (Ore.) *Spokesman*: "At the beginning of each month we take enough large catalogue envelopes, in this case they are of a size to take a page of the *Spokesman* after it has been folded three times, to handle all our foreign advertisements. On the outside of the envelope we place the address of the agency to whom the checking copies go. Down in the left hand bottom corner we put the name of the advertiser. In the upper left our return address. As soon as the paper is out each week the bookkeeper tears out the page containing each foreign advertisement, folds it and puts it in the envelope where it belongs. This is repeated each issue of the month. At the end of the month when the bill for each advertiser is made out it is checked with the tear sheets, attached to them, the envelope sealed and it is then mailed to the agency by registered mail. Since adopting this plan several months ago, we have not had one agency come back with a call for 'missing copies'. We save enough in time and trouble hunting up back copies to pay for the registering."—*Oregon Exchange*.

FASHION "NEWS"; WHEN & WHERE?—Alphonos Johnson, Dallas (Tex.) *News*: "Except at those times of the year when buying is heaviest and new styles are introduced, all shopping and merchandising information put before the public is confined to the columns of advertising bought by the firm. Both newspapermen and department

The ROSBACK Pony Six Multiplex Punching Machine



Price of Foot Power With Two Heads - - - $165.00
F. O. B. Factory

This is the Original Combination machine for punching round, open or special shapes of holes, Perforating like Postage Stamps, Round Cornering and Tab Cutting.

Attachments are one piece heads, easily placed in position and takes less than five minutes to make the change.

Two round hole heads complete with punches and dies ARE FURNISHED with the machine.

Other attachments can be purchased at any time.

Built in Foot Power, Belt and Motor Drive Units.

IT GROWS WITH YOUR BUSINESS

MANUFACTURED BY

F. P. ROSBACK COMPANY
BENTON HARBOR, MICHIGAN

Sold by dealers everywhere

BOSTON No. 5

For Foot Power Only

Boston Wire Stitcher No. 5

A Foot Power Wire Stitcher of Unusual Excellence

The NO. 5 BOSTON although many years on the market is still the LEADING foot power wire stitcher. In quality of work, speed and easy handling *it has no equal.* Capacity two sheets to one-half inch, flat and saddle table, single adjustment for all working parts, interchangeable four-surface cutters, fine round or flat wires, working parts in plain view. *It is an ideal stitcher* where power is not available or work constant.

WRITE TO OUR NEAREST SELLING HOUSE FOR QUOTATIONS

AMERICAN TYPE FOUNDERS COMPANY

SELLING AGENT FOR BOSTON STITCHERS

Sold also by Barnhart Brothers & Spindler, *all selling houses; in Mexico and South America by* National Paper and Type Company; *in Canada by* Sears Company Canada Limited, *Toronto-Montreal-Winnipeg*

SET IN BROADWAY SERIES AND BODONI BOLD AND ITALIC

Johnsonized

WE OFFER the following machines from our stock, guaranteeing the presses to be thoroughly remanufactured and free from defective material and workmanship, and complete with all regular equipment as furnished with similar machines when new. The services of a competent mechanic are included without charge for his time, to superintend the erecting in your office.

One No. 2–0 Miehle Press, bed 43 x 56″, four pages seven or eight column, four form rollers, table distribution, trip, combination printed side up and down delivery; a modern high grade machine for book, catalogue, newspaper and job printing; guaranteed register.....$3900.00

One No. 1 Miehle, bed 39 x 53″, four pages, seven 13 em columns, or eight column 12 em, four form rollers, table distribution, trip, combination sheet and fly delivery, guaranteed register.....$3700.00

One No. 2 Miehle, bed 35 x 50″, four page seven column 12 em, four form rollers, table distribution, trip, convertible sheet and fly delivery.....$3500.00

One No. 3 Miehle, bed 34 x 46″, four page six column, four form rollers, table distribution, trip, convertible sheet and fly delivery, a high grade job and book press.....$2900.00

One Pony Miehle, bed 26 x 34″, late style, table distribution and trip, convertible sheet and fly delivery, guaranteed register.....$2100.00

One Babcock Optimus Two-revolution, bed 39 x 53″, four pages seven column 13 em, or eight column 12 em four form rollers, table distribution, trip, front printed side up Optimus delivery; a very good combination press.....$3100.00

One Babcock Optimus bed 34 x 47″, four page six column or seven column, 12 em, four form rollers, table distribution, trip, front printed side up delivery, a very satisfactory job machine, price.....$2700.00

Campbell Century Two-revolution, bed 43 x 56″, four page seven or eight column, four form rollers, table distribution, trip, positive front fly delivery, Miehle style bed motion, a very good combination machine, at.....$2900.00

One Huber Two-revolution, bed 37 x 52″, four page seven column, four form rollers, table distribution, trip, front fly delivery; a strong, high grade machine $2800.00

One Huber Hodgman, Two-revolution, bed 31 x 43″, four form rollers, table distribution, trip, combination sheet and fly delivery, block bearing bed motion, guaranteed register, for the finest kind of book, catalogue and color printing; good enough to go into any shop.....$2800.00

One Whitlock Two-revolution, bed 34 x 47″, four page six column, four form rollers, table distribution, trip, front fly delivery, price.....$1900.00

Campbell Two-revolution, bed 42 x 60″, four page seven or eight column, four form rollers, table distribution, trip, front fly delivery.....$1800.00

Send for a complete list of Johnsonized Machinery; folders, stitchers, paper cutters, automatic feeder units, job presses, etc.

C. I. Johnson Mfg. Co.

Furnishers of Complete printing outfits.
Agents for all standard makes of new machinery.

48 East 3rd Street Saint Paul, Minnesota

N ROUND-TABLE J

store officials interviewed were of the opinion that a regular column of shopping news is a kind of free publicity that is in reality of very little value, since it is questioned whether many ever read such shopping surveys. Merchants feel that by good attention-compelling advertising they can get more reader interest than by descriptive columns of type.

The times of year when buying receives its new impetus—spring and fall—a member of the editorial department of the paper is sent out, accompanied by a camera man, to get photographs and descriptions of new and interesting merchandise, from firms using advertising.

During August when the Dallas wholesale market attracts thousands of Southwestern buyers, and when the Southwestern style pageant introduces styles, whole sections are given weekly to merchandising news.

One merchant expressed opinion it would be as legitimate for department stores to demand "readers" when they purchased advertising, as it is for theatres to do so, but hastened to add that he himself never read anything on the theatre page but the weekly calender, so he did not feel that the "readers" were worth anything.—New York *Daily News Record.*

"NPJ" MANAGER HEADS MILWAUKEE TYPOTHETAE

PAUL C. TREVIRANUS

Paul C. Treviranus, business manager of *"NPJ"* was elected president by the Milwaukee Typothetae at the annual meeting held November 25. Mr. Treviranus served for five years as a director, and two years as vice-president before his election.

In addition to his duties with *"NPJ"*, Mr. Treviranus is also business manager of the Trade Press Publishing Co., publishers of the magazine. This firm operates the largest trade composition plant in the Northwest, outside of Chicago.

The election as president of the Milwaukee Typothetae comes as a recognition of Mr. Treviranus' continual efforts in behalf of the Milwaukee printing and composition trade and his wide experience and acquaintance in the national newspaper and printing field gained through his work on *"NPJ"*.

"BARGAIN" WANT-AD TEMPTATIONS—"An offer has recently come to the Portland (Ore.) *Journal* which indicates again the existence of a system that deserves the serious consideration of every classified manager in the country. One of the national classified agencies handling a considerable portion of national classified business in the country has approached this newspaper with a proposal somewhat as follows:

"The agency will give to this paper full listings in all editions of their national lists distributed to advertisers and agencies and the paper will receive the benefit of their special agency service in promoting the developing classified; in return for this the paper is to grant the agency a discount amounting to thirty-five and one half per cent of the national rate.

"This rather unusual discount is designed to take care of the usual discounts of fifteen and two for the agency directly placing the copy and for other agencies clearing through the first agency. Such a plan amounts, in short, to a special discount and a rate reduction which most papers whose rate card is equitable could ill afford.

"This, like most of the evils which beset newspapers, can be laid at the door not primarily of the agency but of the newspapers themselves. Newspapers through their own greed have created these situations; the publicity space grabber, for instance, operates successfully solely because many newspapers are willing to prostitute their news columns for the sake of the business they hope to get.

"The remedy for the evil is not far to seek. The chief newspapers of the country have only to refuse any discounts above the usual fifteen and two and if they present a solid front to those agencies seeking special favors, the system will die of starvation."—Ralph Thompson, *Classified Journal.*

Miller Saw-Trimmers

Standard Equipment In Modern Newspaper Plants

A Few Recent Purchasers:

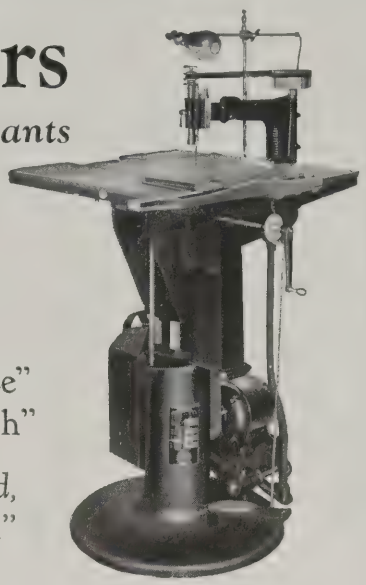
PRESCOTT PUBLISHING CO., Quincy, Mass.
DAILY PUBLISHING CO., Sunbury, Pa.
DAILY LEGAL NEWS, Cleveland, Ohio.
HOLLEY LEAVES, Hollywood, Calif.
HERALD PUBLISHING CO., Mt. Vernon, Va.
ENQUIRER-NEWS CO., Battle Creek, Mich.
BIRMINGHAM NEWS CO., Birmingham, Ala.
POST-ADVOCATE, Alhambra, Calif.
GAZETTE, Haverhill, Mass.
UNION GOSPEL PRESS, Cleveland, Ohio.
ADIRONDACK ENTERPRISE, Saranac Lake, N. Y.
KENTUCKY KERNEL, Lexington, Ky.
INDEPENDENT, Waterbury, Colo.
TIMES, Hartford, Conn.
REPORTER, Spencer, W. Va.
SUN, Amarillo, Texas.
INDEPENDENT, Monessen, Pa.
INDEPENDENT, Redding, Calif.
SUN, Pittsfield, Mass.
EAGLE PRESS, Claremont, N. H.
ARROW PRESS, Salt Lake City, Utah.
REVIEW PRINTING CO., Edinburg, Tex.
MCGRAW-HILL PUBLISHING CO., N. Y.
COMMERCIAL TRIBUNE, Cincinnati, Ohio.
TRIBUNE, Winside, Nebr.

"If it's not a Miller,
I'ts not a Saw-Trimmer"

The Miller "Heavy-Duty"
The Miller "Universal"
The Miller "Special-Purpose"
The Miller "Printer's Bench"

A "Miller" for Every Need,
A Need for Every "Miller."

Write for the Miller Saw-Trimmer Catalog Mailed postpaid on request.



Miller Heavy-Duty Saw-Trimmer with Router and Jig Saw Attachment

Miller Saw-Trimmer Company

PITTSBURGH, U. S. A.

Atlanta Boston Chicago Dallas Detroit Los Angeles Minneapolis New York Philadelphia San Francisco
MILLER & RICHARD, Toronto, Winnipeg, Vancouver

RULES CUT AND MITERED ON A MILLER SAW-TRIMMER

FOR IMMEDIATE SHIPMENT AT ALL SELLING HOUSES

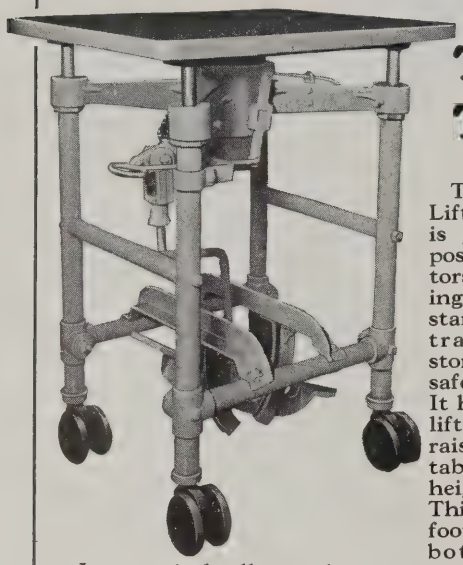
Printing Machinery and Supplies

American Type Founders Company

Boston, Mass.
New York City
Philadelphia, Pa.
Richmond, Va.
Baltimore, Md.
Buffalo, N. Y.
Pittsburgh, Pa.
Cleveland, Ohio
Cincinnati, Ohio
Atlanta, Ga.
Detroit, Mich.
Chicago, Ill.
St. Louis, Mo.
Milwaukee, Wis.
Minneapolis, Minn.
Kansas City, Mo.
Des Moines, Iowa
Denver, Colo.
Portland, Ore.
San Francisco, Cal.
Spokane, Wash.
Los Angeles, Cal.

Chandler & Price Presses
C. & P. Craftsman and Auto Clamp Power Cutters
Colt's Armory Presses
Cutters and Creasers
Boston Wire Stitchers
Boston Staple Binders
Challenge Machinery Co. Products
Lee Two-Revolution Press
Diamond Power Cutters
Hamilton Manufacturing Co. Wood and Steel Equipment
Kelly Automatic Presses
F. P. Rosback Co. Products
H. B. Rouse & Co. Products
Type, Borders and Ornaments
Metal Leads and Slugs
Brass Rule and Metal Furniture
Potter and Poco Proof Presses
Vandercook Proof Presses
Southworth Machine Co. Products

SET IN GOUDY EXTRABOLD AND ITALIC TEAGUE BORDERS

MONARCH
Self-Lifting

Truck-Table

The Monarch Self-Lifting Truck-Table is just what composing room operators have been waiting for. With it, standing type can be transferred from stone to stone with safety and dispatch. It has an automatic lifting device that raises or lowers the table to the exact height of the stone. This is operated by foot-power, leaving both hands free. Large swivel rollers make transportation smooth and easy. In convenience and economy of time it is worth many times its cost. *Send for descriptive circular.*

The Monarch Engineering & Mfg. Co.
1206 American Bldg., Baltimore, Md., U. S. A.
WORKS, CURTIS BAY, MD.

Your Composing Room Foreman
will be interested in the
New Labor Saving Machine

Because it saves money in time, in spacebands, in matrices. Does better work than can be done by hand and better work than has ever been done before. Cleans bands uniformly. Keeps the sleeves true, helps produce better slugs and cleaner printing. No more "hair-lines", no more crushed matrices.

Machine sent on 10 days trial.
Write for one today

The Rockaway Company
4926 Vliet St., MILWAUKEE, WIS.

ROUND TABLE

MANUFACTURERS : : SERVICES

STRATHMORE PAPER CO.—Saxon Deckle Edge Cover is announced in a new sample brochure as "deckle edged yet priced for everyday use." This new antique cover paper is made in two sizes, five weights and eight colors, and is suited for embossing, letterpress, offset, lithography and Ben Day printing.

HOWARD PAPER CO.—Capitalizing on the general need for "masculine" holiday correspondence stationery, the company is distributing Howard Bond Cabinets. One cabinet contains 250 sheets and 250 envelopes of 24 lb. laid; the other contains 100 sheets and 100 envelopes of 20 lb. wove. The sheet size is 7¼ x 10½.

INTERTYPE CORPORATION—Is putting the finishing touches on forthcoming book of instructions on the operation and maintenance of the Intertype. The book is being prepared with the cooperation of several men who have had a lifetime of experience in the building, erection, repair and operation of Intertypes. Nearly 100 illustrations will be included. No publication date is announced.

STRATHMORE PAPER CO.—Single mailing of promotional literature contains 13 pieces suggesting actual advertisements for specific businesses. Each piece demonstrates color, illustration and typography on a different paper. Available to advertisers and printers free on application.

DOUGLAS C. McMURTRIE

LUDLOW TYPOGRAPH CO.—Announces the appointment of Douglas C. McMurtrie as Director of Typography. His duties will include the supervision of advertising and publicity activities and his services will be available to Ludlow users for advice and counsel on typographical problems.

Mr. McMurtrie is internationally known as an authority on typography and typographic history, being a frequent contributor to both trade and consumer publications on these subjects and author of more than a score of books on historical and practical phases of the graphic arts.

He is the originator of several widely used type faces and has created several successful printed selling campaigns, both direct mail and through newspapers and magazines.

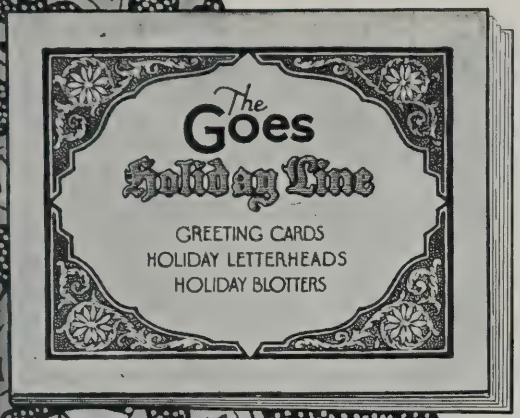
IMPERIAL TYPE METAL CO.—Opened new Philadelphia plant, replacing old factory in that city where company started in 1912. In addition to complete manufacturing facilities the new plant has a thoroughly equipped research and experimental laboratory. The plant built at Chicago two years ago will serve customers in the middle Western states and the new Philadelphia factory will handle Eastern business. The company has offices in Cleveland and New York, and warehouses in 37 cities.

AMERICAN TYPE FOUNDERS CO.—The direct advertising campaign of the Kelley Press Division of the company to be completed this month, has been outstanding in method and results. The campaign consisted of six mailing pieces and two books, the latter entitled "The Kelley Press" and "Why the Pressman Prefers the Kelley."

A distinctive feature of the campaign was the obtaining of soft colors in two of the folders by the use of water color inks. The most spectacular of the series was a 22 x 34 broadside containing a vignetted halftone measuring 31½ inches across.

All of the pieces were printed on Kelley presses. The last of the series, a pocket-size booklet showing the advantages of the equipment for direct advertising printing, will be sent out in December.

Cold Prospect or Warm Friend?



ONE sure way to close a sale is to show your prospect something better, something different, something especially suited to his needs. Nothing else can so hearten your salesmen, nothing else so surely turn cold prospects into warm friends.

With the Goes Holiday Line you *can* turn cold prospects into warm friends. A Goes Holiday Line Portfolio plus a few well chosen sales points will close many an order—make many friends

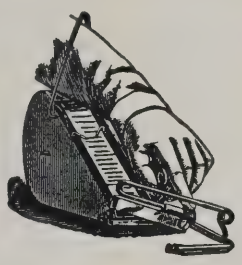
It is a beautiful line—one that will attract immediate attention. It includes Holiday Letterheads—Greeting Cards—Holiday Blotters—each subject produced by the incomparable Goes Direct Process of Offset Lithography. The samples are arranged in an attractive, convenient Portfolio, size 11 by 14 inches. With each Portfolio is sent a group of 28 pertinent sales and greeting letter suggestions.

Write for this splendid piece of sales equipment today. It will cost you 50c plus postage but it will be worth far more than that amount to you. It will produce orders for you.

Send, too, for the Goes Calendar Pad Catalog showing our 90 styles of Calendar Pads. Free on request.

GOES LITHOGRAPHING COMPANY
41 WEST 61st STREET CHICAGO, ILLINOIS

3561



THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet

The Robert Dick Mailer
137 W. TUPPER ST. BUFFALO, N. Y.

Will You Pay $2.00 for a Real Idea?

Of course, you will—any usable idea worthy of the name is worth the sum of $2.00

"NPJ"

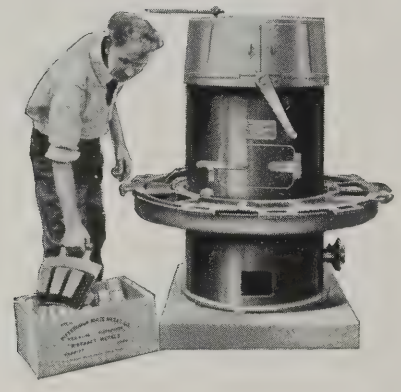
contains at least a dozen usable tried-out ideas monthly some of which you can apply profitably to your business.

We Guarantee---

that you will find a year's subscription a most profitable investment—if not, we will refund your money.

A Dozen or More Ideas Monthly at a Modest Subscription Price of $2.00 per Year

DOUBLE QUICK
Automatic Metal Furnace



A Double Saving
First, on the Installation Cost and Second, on the Operating Cost

NO other automatic metal furnace sells at anywhere near the Double-Quick Automatic price. No other automatic metal furnace is so economical to operate. The double use of heat saves Gas, Metal, Time and Money. And you get CLEANER INGOTS.

More than 1,500 now in use. Ask your dealer or write direct.

AUTOMATIC FURNACE CO.
547 West 23rd St., New York

The "End-to-End" Shark Says:-

You know—the smart mathematical chap who is forever measuring how far things would reach "if laid end to end."

Suppose he got into the vast stock rooms of the Western States factory. Shelf upon shelf, ton upon ton of envelopes in such vast volume as to make his pencil shiver.

20 million of them in every imaginable size and variety. Say they averaged 7½ inches long. They'd make a hundred mile circle around their birth place, hop across the Mississippi and the Rockies, and bring up at the Golden Gate with a few extra miles to tumble into the Pacific.

That's envelopes! Think what such a stock means, embodying virtually every size, weight, color and form possible to demand—*and ready to ship the same day order is received!* That's service.

Free Price List No. 29 shows them all—for quick figuring and ACTION. Write for it today.

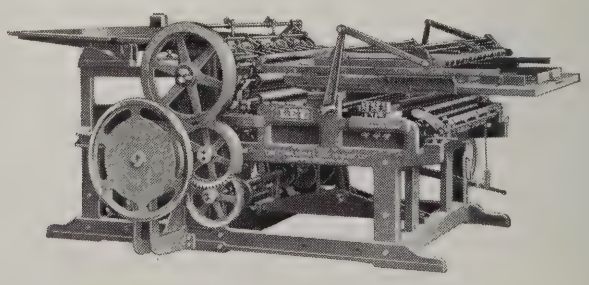
WESTERN STATES ENVELOPE CO., *Milwaukee, Wis.*

ROUND TABLE

JOSEPH F. GILLICK
NEWLY-ELECTED PRESIDENT OF AMERICAN TYPE FOUNDERS CO.

JOSEPH F. GILLICK was elected president of the American Type Founders Co., November 10, succeeding Frank B. Berry, retired. Mr. Berry was elected chairman of the board. Mr. Gillick held the position of vice-president at the time of election, and has been with the company for more than 20 years, starting as manager of the Bruce Type Foundry, New York City. When that plant was merged with the central plant in Jersey City, N. J. he was elected assistant treasurer. Since that time he has filled various executive positions in production, sales and financial activities of the company.

CHALLENGE MACHINERY CO.—Announces a new and larger Lee two-revolution cylinder press, made in the carrier delivery (printed-side-up) style only, to be known as the 25 x 38 Lee Press. The 24 x 36 fly-delivery and carrier-delivery will be continued. The



THE NEW 25 x 38 LEE PRESS.

new press has two form rollers with rider roller (interchangeable with form rollers), rack-and-screw and table distribution, impression tip, brake, counter, jogger, and other conveniences.

HARRY HILLMAN, editor of *Inland Printer*, and three associates, have purchased Henry O. Shepard Co., printers, Chicago. The paper is retained by the Shepard estate, and Mr. Hillman remains editor.

C & G Trimmiter

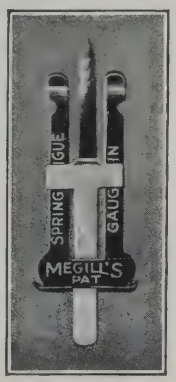
MANY MEN—many machines—each depending upon the other—best tools make the best workmen—that's C & G.

Write for Complete Description

Cheshire & Greenfield Manufacturing Co.

182 E. CLYBOURN STREET, MILWAUKEE, WIS.

C & G Router, Jig-Saw and Type-High Machine



MEGILL'S GAUGE PINS

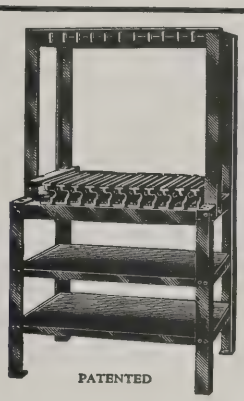
for Job Presses

Spring Tongue Gauge Pins, $1.80 doz.
Reg. U. S. Pat. Office.

Always uniform and dependable. We make many styles. Send for illustrated circular.

Sold by reliable dealers or direct.

THE EDWARD L. MEGILL CO.
EST. 1870
761 Atlantic Ave., Brooklyn, N. Y.



Reid Linotype Magazine Storage Rack

7 reasons why you should buy them

1—Holds more magazines in a given space than any other rack.
2—Valuable storage space above and below the magazines.
3—Size of rack to hold 11 magazines, width 34½ inches, depth 26½ inches, height 60 inches.
4—No moving parts, all iron and steel, will last indefinitely.
5—Magazines will not fall on floor.
6—No wear on mouth of magazine.
7—Price of 11 magazine rack, $105.

Write for full descriptive booklet

WILLIAM REID & CO., 537 S. La Salle St., Chicago, Ill.

Dependability - Practicability - Durability - Value

The Margach Feeder

for

Linotypes, Intertypes, Monotypes, Ludlows, Elrods

Eventually — Why Not Now

(With apologies to Pillsbury)

What other article is guaranteed for ten years against further cost than the $75.00 for a Margach?

And what other accessory to the type-setting machine can fill an entire news-paper page with agate lines of SATIS-FIED users?

Margach Manufacturing Co.
Incorporated
213 CENTRE STREET NEW YORK

PROFIT and SERVICE

This Way

Millions of dollars in the aggregate are tied up in standing forms. How much of your money goes to make up this total, and unnecessarily so?

If you have a standard job press you are equipped to mold your own Certified mats from which you can make your own stereotypes upon a moment's notice.

If you are interested in saving yourself some money, and giving your customers even better service, our Certified Printers' mat proposition should appeal to you.

Certified Dry Mat Corp.,
338 Madison Ave.,
New York, N. Y.

Date.....

Gentlemen:

You may send us a sample of your Certified Printers' mat, together with full particulars. There's no obligation on our part.

NAME .....

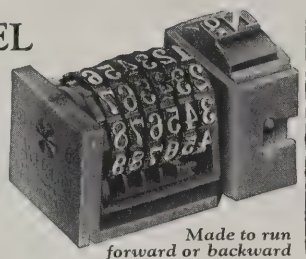
ADDRESS .....

By ..... Title.....

New ALL STEEL

MODEL 64

Precision methods and large production have produced the best value ever offered in a high-grade machine. Has tool steel drop ciphers and solid one-piece plunger. Six wheels **$10**



AMERICAN
Numbering Machine

Made to run forward or backward

100 Other Models for All Presses

Impression of Figures

№ 123456

AMERICAN NUMBERING MACHINE CO.
224 Shepherd Ave., Brooklyn, N.Y.

Branches
123 West Madison St., Chicago, Ill.
London and Paris

Carried in Stock by American Type Founders Company and All Printers' Supply Houses

The International Circulation Managers' Association

can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please,

Mr. Clarence Eyster
c/o STAR, Peoria, Ill.

New FORREST HOTEL

49th Street just West of Broadway
Adjoining the Forrest Theatre

NEW YORK

A recent addition to New York's new hotels; in the heart of the theatre and business district and within easy access to all transportation lines.

The Forrest offers beautifully furnished and sunny rooms; circulating ice water; restaurant at moderate prices.

300 Rooms (each with bath and shower)
$3 Upwards

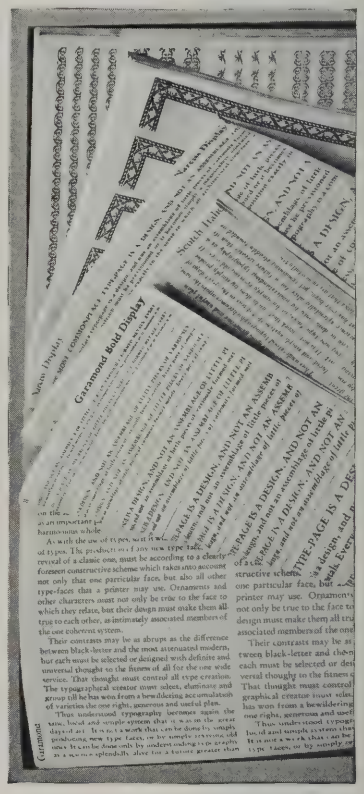
Large Garage opposite Hotel

Booklet with map sent upon request

WM. F. THOMANN
Manager

ROUND TABLE

MERGENTHALER LINOTYPE CO.—Announces a new and more convenient edition of the Linotype Typography Layout Kit. The new edition includes many of the newer type faces and decorative material and is now bound instead of loose-leaf. Its purpose is to facilitate the construction of workable printing layouts, allowing layout men to visualize the completed job before type composition starts. With scissors and paste pot, a layout man can prepare a layout approximating in appearance the finished product of the printer.



LINOTYPE IONIC No. 5 is being used by more than 550 printers and publishers.

Conservatively estimated, more than 34,000,000 newspaper readers are now enjoying the benefits of this easier to read type face.

Linotype Ionic is now in use in every one of the forty-eight states of the United States, also in the District of Columbia. In Canada thirty-four plants are using it.

California heads the list with forty-seven users; Ohio has thirty-three; New York, thirty; Pennsylvania, twenty-seven; Texas, twenty-three; Kansas, twenty-one; Michigan, nineteen; Indiana, sixteen; Missouri, fifteen.

Nineteen of the states have ten or more users of Ionic; thirty-four have five or more users.

JOB WORK : : : PLANS & SALES

BONES TO PICK FOR CHRISTMAS—"One novel Christmas greeting sent out last year consisted of a card 2¾ inches square bearing this message:

"Here's a bone to pull in two.
May your Christmas wish come true."

"Below it were printed the name and address of a concern, a metal company in a southern city. Through an opening slitted in the card was stuck a gilded wishbone of a chicken—the real thing too; no papier-mache imitation. A thousand were mailed in tiny holiday boxes. The unusual card made a hit.

"How were so many wishbones secured? The firm advertised in classified columns of local newspapers offering ten cents for each wishbone brought in. Boys and girls, white and colored, responded promptly. The bones were boiled in lye and then gilded."—*Tri-Ad Service.*

YAWNING WASTEBASKETS—"Of course, a great deal of Direct Mail material *does* go into the waste-basket. Where else would you expect it to go? Ask these folks who are so fond of arguing, just how many *Saturday Evening Post* advertisements they have carefully clipped out and framed; how many newspaper advertisements they are treasuring as precious souvenirs."—*The Paper Book.*

CUSTOMER'S O. K. NO PANACEA—"When it so happens that typographical errors appear in a printed job, even after the customer had *O.K.'d* the proofs, the printer is responsible. This is true even in cases where the original "copy" contains errors in spelling, punctuation, figures, etc. When serious errors occur in the typography of printed matter, it would be poor business practice for the printer to "pass the buck" to the customer. On this point, many of the larger printing firms employ expert proofreaders who are capable of finding even technical errors, relating to machinery, chemistry, science, etc., solving such problems with the aid of special dictionaries, and sometimes going so far as to consult authorities in schools and colleges."—*Ben Franklin Witness, Cincinnati.*

"NPJ" Classified Ads

ADVERTISEMENTS are inserted under this classification 25 cents per agate-line space—10 words per line—in 8-point type. Contract rates furnished on application. Display lines extra. Terms: Cash with order; Minimum, $1 per insertion. Copy must be received here by the 20th of the month preceding issue to insure insertion.

SPECIAL SERVICES

INTERTYPE-LINOTYPE INSTRUCTION—Learn to operate Milo Bennett's way. Home course with keyboard or six weeks at practical school in Toledo. Sinclair's book on mechanism Intertypes and Linotypes used exclusively for mechanical instruction. Bennett has broken world records as an operator. Sinclair is best known machinist in America. Write for most unbelievable results obtained through study of Bennett's system. Milo Bennett's Intertype School, Toledo, Ohio.

NEWS FILE SERVICE

YOU put us on your mailing list
We check and file your paper each day and when the binding date comes we bind and return them at the following prices:—

Daily Three Months	$5.00
Daily Six Months	$7.00
Weekly Twelve Months	$5.00

We are serving Publishers in all parts of the United States.

Write us for further particulars.
Monmouth Blank Book Co.,
O. J. Forman, Prop.,
Monmouth, Ill.

PRINTERS' ROLLERS

VAN BIBBER ROLLER CO.

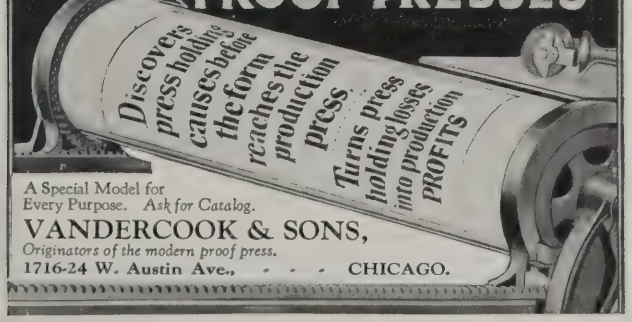
426-428 Elm St., Cincinnati, will give you the best rollers than can be made for any season or press. Our facilities are the best and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

TYPE AND PRINTERS' SUPPLIES
Ask for Anti-Trust catalog of Type and Supplies.
EMPIRE TYPE FOUNDRY, Delevan, N. Y.

"Beg Y' Pardon"

OLD JANUS, the two-faced god of the Romans, had nothing on The Tribune editorial column last night in its comment on the selection of Mr. Doudna as secretary of the board of Normal regents. No doubt hundreds of readers wondered what it was all about when a paragraph of enthusiastic approval was headlined *"Applesauce!"* The editor wrote it *"Applause!"*—which does seem to make a difference, doesn't it? Wonder why it is that when the composing room and the proof-desk conspire to commit a *"bloop"* they always manage to make it in the worst possible place?—*La Crosse (Wis.) Tribune.*

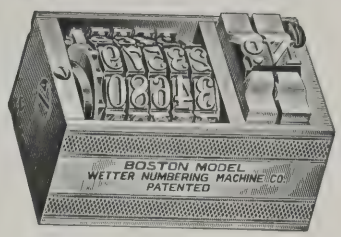
VANDERCOOK
RIGID BED
PROOF PRESSES


Discovers press holdings causes before the form reaches the production press
Turns press holding losses into production PROFITS

A Special Model for Every Purpose. *Ask for Catalog.*
VANDERCOOK & SONS,
Originators of the modern proof press.
1716-24 W. Austin Ave., - - - CHICAGO.

WETTER
Numbering Machines

LOW PLUNGER



No. 12356
FACSIMILE IMPRESSION

Can be "locked" in the form the same as type and sometimes with type — enabling you to Number and Print at one operation.

Will enable you to do your numbering quicker.

Will prevent your work being seen by competitors.

In every way more satisfactory than sending work out to be numbered.

ALL DEALERS

WETTER NUMBERING MACHINE COMPANY
Atlantic Ave. and Logan St. Brooklyn, N. Y., U. S. A.

HOWARD BOND
WATERMARKED
"The Nation's Business Paper"

Write for Samples

THE HOWARD PAPER CO.
URBANA, OHIO

Compare It—Tear It—Test It—And You Will Specify It

Electrotype Specialists

Experience has taught us how to handle exceptional jobs in halftone and color so that impressions from electrotypes are equal in quality to reproductions from the original engravings.

We are serving and satisfying a growing clientele with Lead Mould Electrotypes and Nickeltypes of precision and exactness for their particular work.

Badger Electrotype Co.
129-135 Michigan St., Milwaukee, Wis.

TYPES
THAT TALK
Superior Printing Equipment

WHEN in the market for Type Faces or Typographic Material, write for Specimens of our latest productions. Our modern designs are by noted artists of today and serve most effectively the advertising and commercial printing problems of the present. ¶ We are merchants of the best in Printing Machines and furnishers of Complete Equipments and Supplies.

Barnhart Brothers & Spindler
SUPERIOR PRODUCTS since 1868
Chicago Washington, D. C. Kansas City
Dallas Omaha Seattle
Saint Louis Saint Paul Vancouver, B. C.

The
CRAFTSMAN
[12x18]
With Its Wonderful
Distribution System

CHANDLER & PRICE PRINTING PRESSES

FOUR SIZES—8x12—10x15—12x18—14½x22

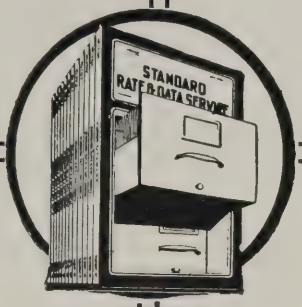
We carry all sizes of Chandler & Price Presses in stock at our Selling Houses for prompt delivery. When in the market for a new C. & P. Press, *write, telephone or wire your requirements,* including motor equipment, to the nearest Selling House of the

AMERICAN TYPE FOUNDERS COMPANY

BOSTON				DENVER
NEW YORK	BUFFALO	ATLANTA	MILWAUKEE	PORTLAND, ORE.
PHILADELPHIA	PITTSBURGH	CHICAGO	MINNEAPOLIS	SAN FRANCISCO
RICHMOND	CLEVELAND	DETROIT	KANSAS CITY	SPOKANE
BALTIMORE	CINCINNATI	ST. LOUIS	DES MOINES	LOS ANGELES

SET IN THE BROADWAY SERIES WITH GARAMOND AND GARAMOND ITALIC

Three hundred Sixty-three individual publications are advertised in the December issue.



Extract—taken from a letter written by Mr. Charles Lansdown, Treasurer of H. E. Lesan Advertising Agency, New York City.

Mr. Lansdown has indeed "hit the keynote" with relation to the advertising value of the STANDARD RATE & DATA SERVICE to publishers.

Read it!

"I told a publisher friend of mine that I did not believe there was any medium as STANDARD RATE & DATA SERVICE, which so directly tied up the publisher's advertising with the buyer of space at the time the buying for all practical purposes was being done; in other words, at the time the schedule is being prepared.

"Many factors enter into the selection of media for advertising such as the type of editorial appeal, the volume of circulation, the kind of reader, territory covered, etc. Necessarily, therefore, the publication that is the first choice on one line may not be the first choice on another.

"This is where advertising in STANDARD RATE & DATA SERVICE is especially valuable. I have discovered, in my own experience in making up lists, on more than one occasion, my selection has been influenced and either a direct sale made by the publisher through his advertisement, or I felt it necessary to make a complete investigation of that particular situation to be sure that my selection was correct.

"There is no question that STANDARD RATE & DATA SERVICE offers an ideal medium for publishers to get across to purchasers of space the merits of their publication."

STANDARD RATE & DATA SERVICE

A Publishers' Advertising Medium Exclusively

CHICAGO
536 Lake Shore Drive

NEW YORK
Graybar Building

SAN FRANCISCO
155 Montgomery Street

$1000 IN CASH PRIZES FOR A NAME

FIRST PRIZE **$500** SECOND PRIZE **$200** THIRD PRIZE **$100**

Twenty Consolation Prizes of **$10** each

THE American Type Founders Company is about to place on the market a new, swift, automatic-feed platen press, which will be the greatest producer in the platen press field. For this press a name is wanted. Suggestions are invited, for the more acceptable of which $1000 in twenty-three cash prizes will be paid, apportioned as above. The contest will close on January 31, 1928. The awards will be made by a committee composed of Messrs. A. L. Lewis, President United Typothetae of America, Toronto, Canada; E. F. Eilert, Past President United Typothetae of America, New York City; A. W. Finlay, President Geo. H. Ellis Co., Boston; A. E. Giegengack, President International Association of Printing House Craftsmen; and John Clyde Oswald, Managing Director New York Employing Printers' Association.

The conditions of the contest are printed below. Contestants will require a copy of an illustrated description of the new press, which may be had by addressing their requests to American Type Founders Company, *Specimen Printing Department,* Jersey City, New Jersey.

Conditions of the Press Name Contest

1. Contestants must be engaged in the letterpress printing industry, and must furnish evidence of such connection in letters containing their suggestions. Employees of the American Type Founders Company are barred from contest.

2. As a preliminary, contestants must apply for a copy of an illustrated description of the new press, a study of which should form the basis of all suggestions. Requests for this circular are to be addressed to American Type Founders Company, *Specimen Printing Department,* at Jersey City, New Jersey.

3. A contestant to submit not more than five names. All letters containing entries of names must be addressed to the American Type Founders Company, *Press Name Contest,* Jersey City, New Jersey, and must reach their destination not later than January 31, 1928. The letters so addressed will not be opened until after close of contest. When the contest letters are opened, each one will receive a number, and the name or names submitted in such letters will be listed, with the entry number and date, thus: Simplex, 50, 12-14-27. This list will be submitted to the awards committee, the members of which will not know the names of contestants or see the letters submitted.

4. Names of the prize winners will be published in the April, 1928, printing trade publications. Checks will be sent to prize winners not later than March 20, 1928.

General Description of the Press Awaiting a Name

BASICALLY it is a Chandler & Price Gordon Press of their latest style, with important improvements, with which is incorporated a new, simple, dependable automatic feeder, the whole forming a complete printing unit, as distinguished from a press built by one concern to which is added a feeder made by another concern. The feeder and the improvements are inventions of engineers of the American Type Founders Company.

The improvements consist of (1) a large cylindrical ink distributing surface, instead of the revolving ink disc used on other Gordon Presses; (2) an ink fountain which gives perfect regulation and disposal of the ink and permits of two or more colors being used simultaneously; (3) an inking and distributing system as adequate as those in use on first-class cylinder presses, giving the use, when the maximum is required, of four form rollers (over and in contact with each pair of which is a steel rider roller), a ductor roller and two distributor rollers—nine rollers in all. In the incorporation of the improved inking system, certain modifications of the roller runways were effected, as a result of which an acceleration of speed to 3600 impressions per hour has been made possible on the 10 x 15 inch size. At this speed the press runs smoothly.

This new and complete high-speed printing unit, including the feeder, is being manufactured for the American Type Founders Company by the Chandler & Price Company, whose ever reliable Gordon presses have a world-wide use. Thus perfection of manufacture, reliability, durability and economy of manufacture are assured. The new press awaiting a name is built in a heavy, solid, one-piece frame, thus assuring true alignment of all parts under all conditions, with greater rigidity of impression. The feeding apparatus may be swung aside to permit of hand feeding when desired. Write for illustrated descriptive circular.

Address all suggestions to **PRESS NAME CONTEST**

AMERICAN TYPE FOUNDERS COMPANY

300 COMMUNIPAW AVENUE, JERSEY CITY, NEW JERSEY

SET IN BROADWAY SERIES AND GOUDY FAMILY

THOMAS IRVING BROWN RED BANK REGISTER WRITES—

Our Customers Write Our Ads

RED BANK REGISTER

RED BANK, NEW JERSEY

Red Bank, N. J., April 26, 1926.

Duplex Printing Press Co.,
Battle Creek, Michigan.

Gentlemen:--

More than a year has elapsed since the installation of our 16-page Duplex Tubular Plate Press.

It is very gratifying to forward this unsolicited letter giving us an opportunity to tell you that we are pleased with the Duplex product in every respect as well as being very willing to speak in a complimentary way pertaining to the service which your firm has extended to us.

Before making our purchase, we made a thorough investigation relative to the various types of newspaper presses which we thought would meet our requirements. After much lengthy and serious consideration, we decided upon the Duplex product.

We made the change from a Flat Bed operation to the Duplex High Speed Tubular Plate Press together with an installation of a complete Duplex Stereotyping equipment without the necessity of increasing our force and without loss of operation in our plant.

The Duplex Equipment has not only been the means of a more profitable operation but also we were able to keep our old force of employees. In a very short time they were thoroughly competent to handle our new equipment due to the minute instruction given our men by your erector.

In the Duplex Equipment, we not only have secured dependability and production but also have an economical operation.

Yours very truly,
RED BANK REGISTER,

Thomas Irving Brown,
Business Manager.

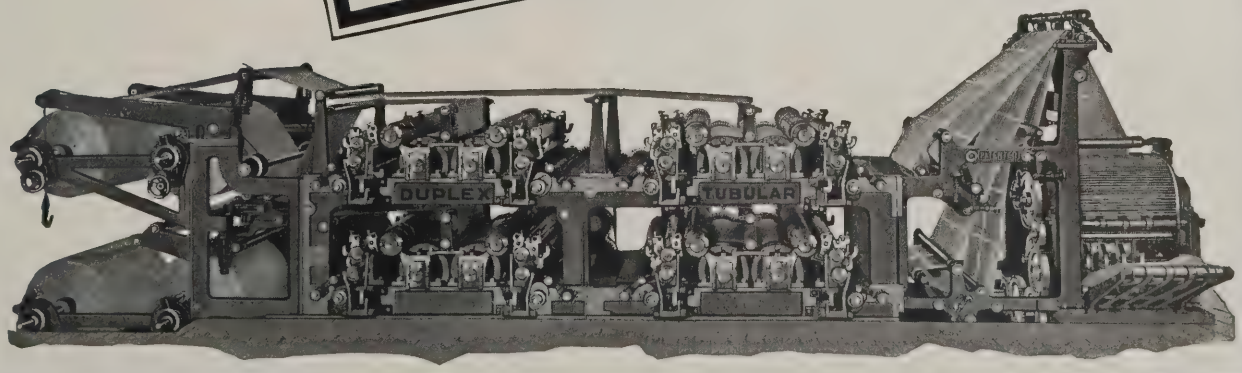
TIB:LRG

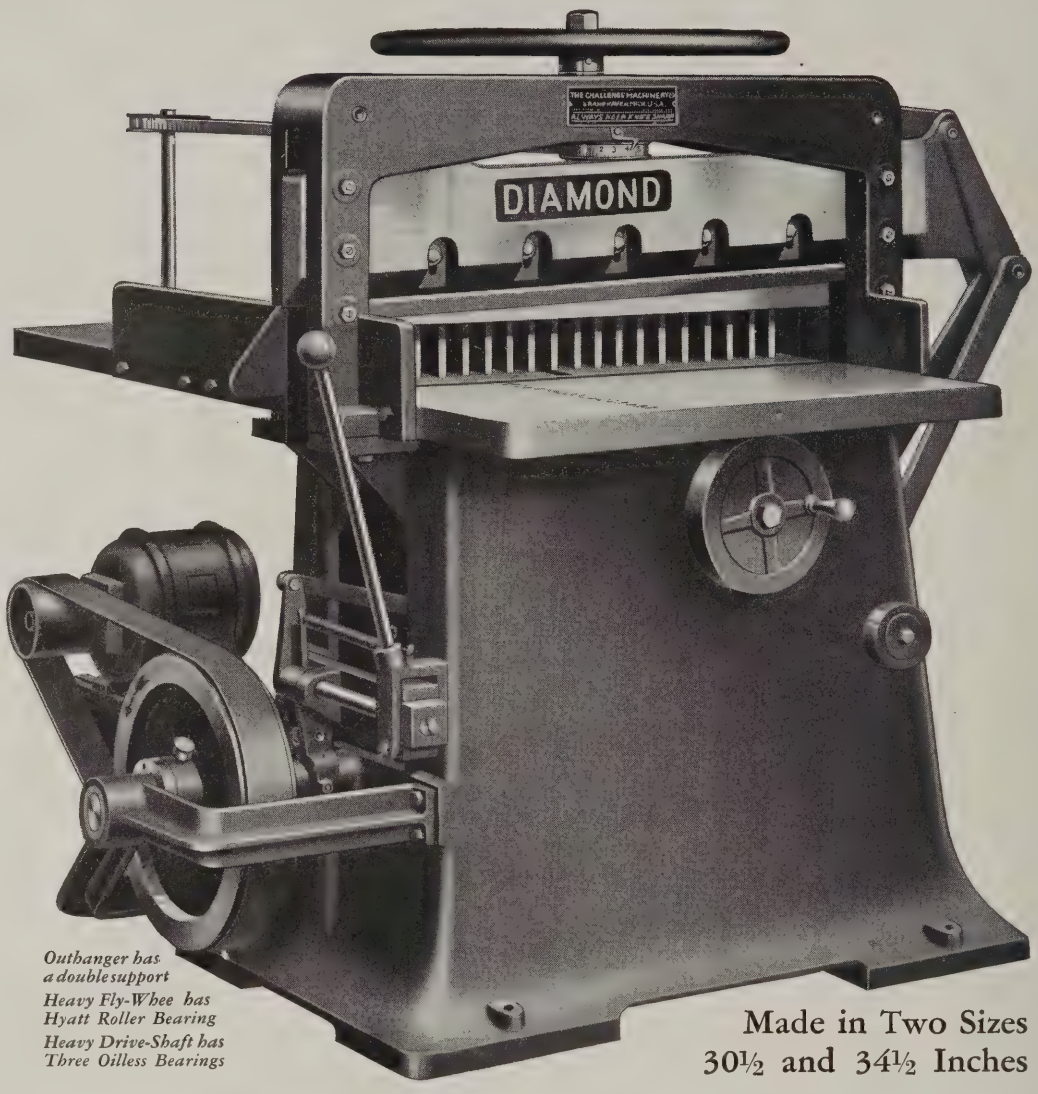
A WEEKLY NEWSPAPER — CIRCULATION 7,356

The Duplex Printing Press Company

Battle Creek
Michigan

Write for Bulletin 704





Outhanger has a double support
Heavy Fly-Whee has Hyatt Roller Bearing
Heavy Drive-Shaft has Three Oilless Bearings

Made in Two Sizes
30½ and 34½ Inches

Diamond Power Cutters

have been on the market for over sixteen years but have been constantly improved. You see them everywhere, for they are the popular power cutter, having gained this prestige because of excellence. They are the largest selling Cutters today. No Diamond Cutter has ever worn out

Diamond Cutters are guaranteed from base to arch and are built in a modern plant by an old-established and reliable firm that has been making high-class printing machinery for more than a third of a century

Write for Literature—Your Dealer will gladly show you a Diamond

The Challenge Machinery Co. Grand Haven, Mich.
Chicago New York

Slug make-up is faster than single type make-up —a fact universally known.

Ludlow hand-set and slug-cast composition is faster than single type composition—without allowing for distribution time—a fact which has been proved many times in the past and can be proved by actual tests at any time.

The Ludlow system gives unlimited type supply from six to seventy-two point. With the present selection of Ludlow faces the best typographic results can be obtained.

Ludlow sluglines are exceptionally accurate in height to paper, make ready easily and give the finest printing results.

The conclusion is inevitable. You are losing money every day you miss these advantages.

Proof of these statements and specimens of Ludlow typography await your request. Just fill in and mail the coupon.

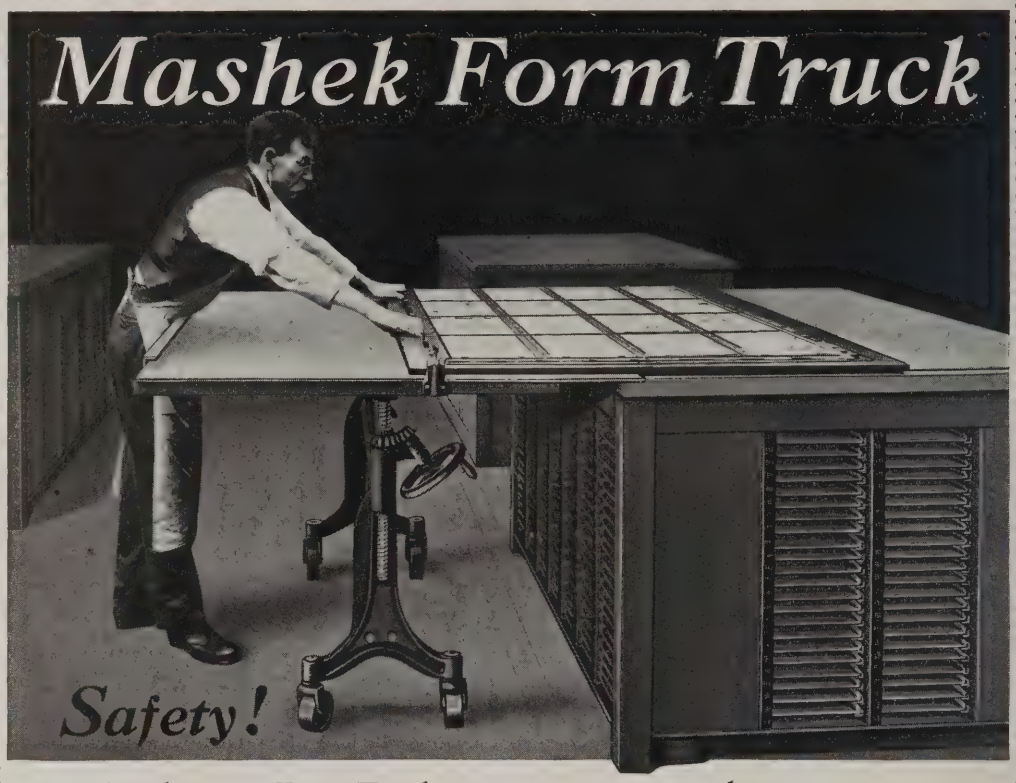
Ludlow Typograph Company
2032 Clybourn Avenue, Chicago, Illinois

Please tell me how I may get better composition *at a lower cost.*

Name_____

Address_____

Mashek Form Truck



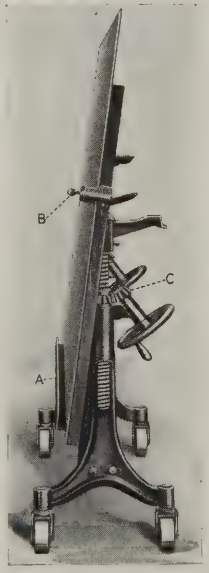
An elevating Form Truck, positive in action and so easy to operate that it is almost automatic. Gears at each end insure adjustment to overcome any unevenness in floor; all parts are standardized so that any replacements necessary are always right. Saves time and labor, insures against damage to heavy forms, and personal injury to employee, in handling.

No need for worry about forms not "lifting" through absence of cross-bars; nor for one man on each end of a chase and another in the center (with possibly a board for added safety) in handling a large form from imposing table to bed of press; nor of danger of "pi" in going to and from pressroom.

Forms are slid from stone to truck and from truck to press without possibility of any portion of the type matter falling from the chase. Heavy forms are handled easily. During the journey from stone to press there is no danger of striking the face of the form.

The top is first elevated for height in the tilted position, high enough to clear the bed of the press when swiveled horizontally.

The table top swivels on a central axle, making it easy to tilt. The axle bearings fit in sockets attached to fast ball-bearing adjustments at each end of truck. The table top is of 11-gauge steel, heavily reinforced. The above illustration shows workman transferring form from imposing surface to table-top of truck.



When the form is placed on this truck, the table top holding the form can be tilted as shown and wheeled through a twenty-inch space.

Lowest adjustment of table top from floor, 35 in.
Highest adjustment of table top from floor, 46 in.

Made in following sizes of tops (order by number):

No. 13482 . . . 36 x 43 inches
No. 13482-A . 36 x 46 inches
No. 13482-B . 36 x 50 inches
No. 13482-C . 40 x 53 inches
No. 13482-D . 42 x 56 inches
No. 13482-E . 42 x 62 inches
No. 13482-G . 42 x 65 inches
No. 13482-H . 46 x 68 inches
No. 13482-K . 48 x 74 inches

Truck frames are made in two sizes, 40 and 48 inches wide. First five sizes listed are supplied with 40-inch frames.

Hamilton Manufacturing Company, Two Rivers, Wis.

Eastern Office and Warehouse: Rahway, New Jersey
For Sale by Leading Typefounders and Dealers Everywhere

Machines, Like Men, Are Known for the Company They Keep

Leadership!

One of the impressive facts in the printing industry is that leadership in printing of high quality invariably goes with the use of the Monotype. The list of Monotype users contains the names of hundreds of printers who have built successfully on the enduring foundation of fine printing.

Eighty-five government printing plants, in all parts of the world, operate over one thousand Monotypes for machine type-setting, display type-casting and strip-material making.

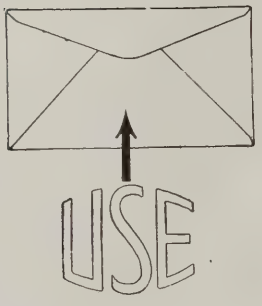
The Possession of a Monotype Is Evidence of Leadership in All Branches of Printing

LANSTON MONOTYPE MACHINE COMPANY

Philadelphia, Pa.

Composed in Monotype (Goudy) Garamont No. 248 and Garamond Bold No. 548

But what in thunder did he *have* last?



The watermark appears in every envelope

This attractive box with the USE all-over design will not soil or show dust in your stock

The guarantee protects your customer—and YOU

AN order like that pictured above brings up visions of a dozen brands and as many qualities.

Records must be looked up. And then — well, you hope for the best.

You get away from this when you standardize on Columbian USE White Wove Envelopes.

Columbian USE White Wove is the one white wove envelope that is identified by unusual and attractive packaging, watermark and guarantee.

What other brand sticks in the buyer's mind from one order to the next? What other can you recommend as amply fine for correspondence and low enough in price to be used for third class mailings?

Perhaps you haven't "met" Columbian USE White Wove Envelopes. If that's the case, we've a neat sample box here all ready to mail you. Just send us the name of the man to address.

Most paper merchants carry Columbian USE White Wove Envelopes in all commercial and official sizes from 5 to 14, and Monarch. See yours. Or write us for the name of a nearby distributor.

UNITED STATES ENVELOPE COMPANY

The world's largest manufacturers of envelopes

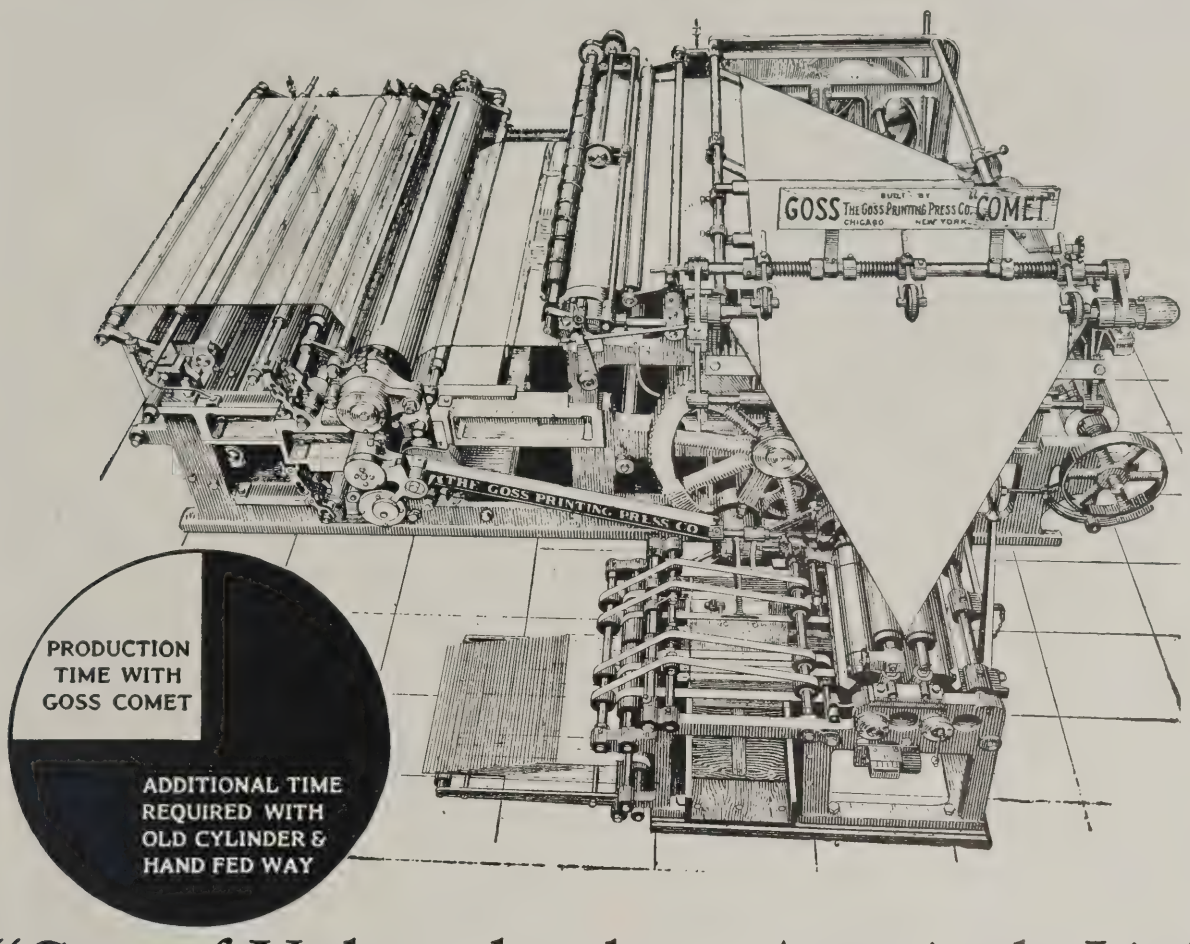
SPRINGFIELD, MASSACHUSETTS

With fourteen manufacturing divisions covering the country

High-cut, clear white wood pulp paper, good to write on, type on, print on. They seal without trouble, are moderately priced, and come in all commercial and official sizes from 5 to 14, and Monarch.

COLUMBIAN White USE Wove ENVELOPES

LET THE TESTIMONY OF ITS USERS ANSWER YOUR QUESTIONS


GOSS THE GOSS PRINTING PRESS CO. COMET
THE GOSS PRINTING PRESS CO
PRODUCTION TIME WITH GOSS COMET
ADDITIONAL TIME REQUIRED WITH OLD CYLINDER & HAND FED WAY

"Cost of Upkeep has been Amazingly Little"

—FULTON DAILY LEADER, Fulton, Kentucky

"It might interest you to know that we have been running a Comet almost three years," writes the Fulton Daily Leader which is publishing every evening except Sunday—the only daily newspaper in Fulton County, Kentucky, and a member of Associated Press.

"We grow more enthusiastic every day. We have had very little trouble from the start, and *have a record of running nine months without a web break.* Cost of upkeep has been amazingly little and we sometimes wonder how we ever operated without the Comet."

By printing advertising bills [one and two page size] many Comet users add to their revenue. The Comet is also especially suited to do such printing. Send for catalog and terms, without obligation.

THE GOSS PRINTING PRESS COMPANY

Main Office and Factories, CHICAGO, ILL.

NEW YORK OFFICE
220 West Forty-Second Street

SAN FRANCISCO OFFICE
707 Call Building

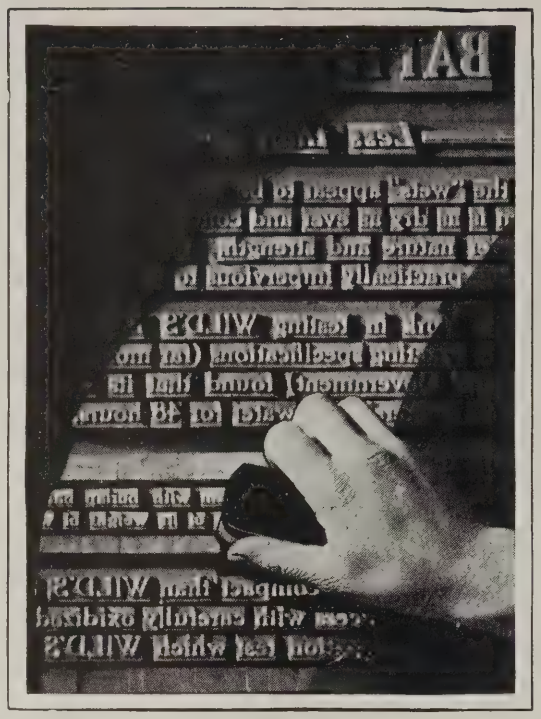
The Goss Printing Press Company of England, Ltd., London

GOSS

STRAIGHT — GOSS HIGH SPEED — LINE

"COMET"

LITTLE BROTHER TO THE BIG PRESSES THAT PRINT THE METROPOLITAN PAPERS



ONE SWIPE AND IT'S CLEAN

By the time you wash your hands—it's dry!

Short runs are eliminated when you use Phenoid Type Cleaner.

When you are using "dirty paper," and the forms have to be wiped off frequently, or when you are changing inks on a color job, this rapid, effective type cleaner very soon proves its worth in the time it saves.

Even type caked with old, dried ink looks like new when cleaned with Phenoid.

Muddied runs become a thing of the past, and waste of paper for trial sheets is cut to a minimum.

For a general wash up—well, just try it.

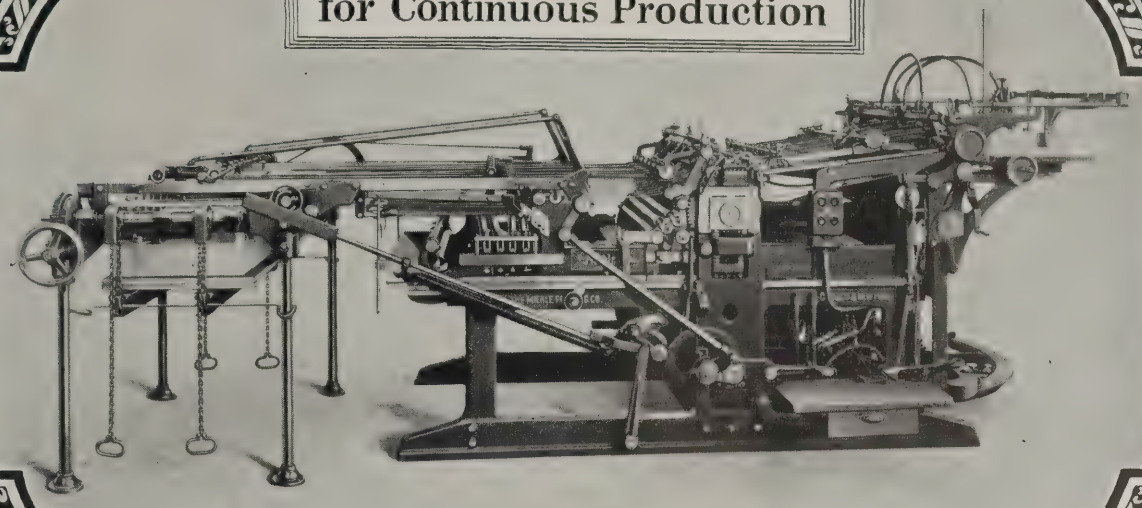
This type cleaner, harmless to metal, wood, or clothing, does not even irritate the skin.

TRY—AT OUR RISK—*Send for a quart can of Phenoid. When you have used it, pay us if you are satisfied. If not—send back the bill.*

PHENOID
TRADE MARK
INSTANTANEOUS
TYPE CLEANER

CHALMERS CHEMICAL COMPANY · 123 CHESTNUT STREET, NEWARK, N. J.

Miehle Automatic PRESSES
for Continuous Production



A PRIME NECESSITY

MIEHLE AUTOMATIC PRESSES are not a luxury. They are a prime necessity of every printer who is not content to slip back.

Day by day, conditions are changing and the difficulties of the printer are increasing. Only those who can meet the new conditions will be able to maintain their position in the business.

MIEHLE AUTOMATIC PRESSES offer the solution to the problem so far as the pressroom is concerned. They cut the cost by one-third.

You get 1½ for 1. *Investigate.*

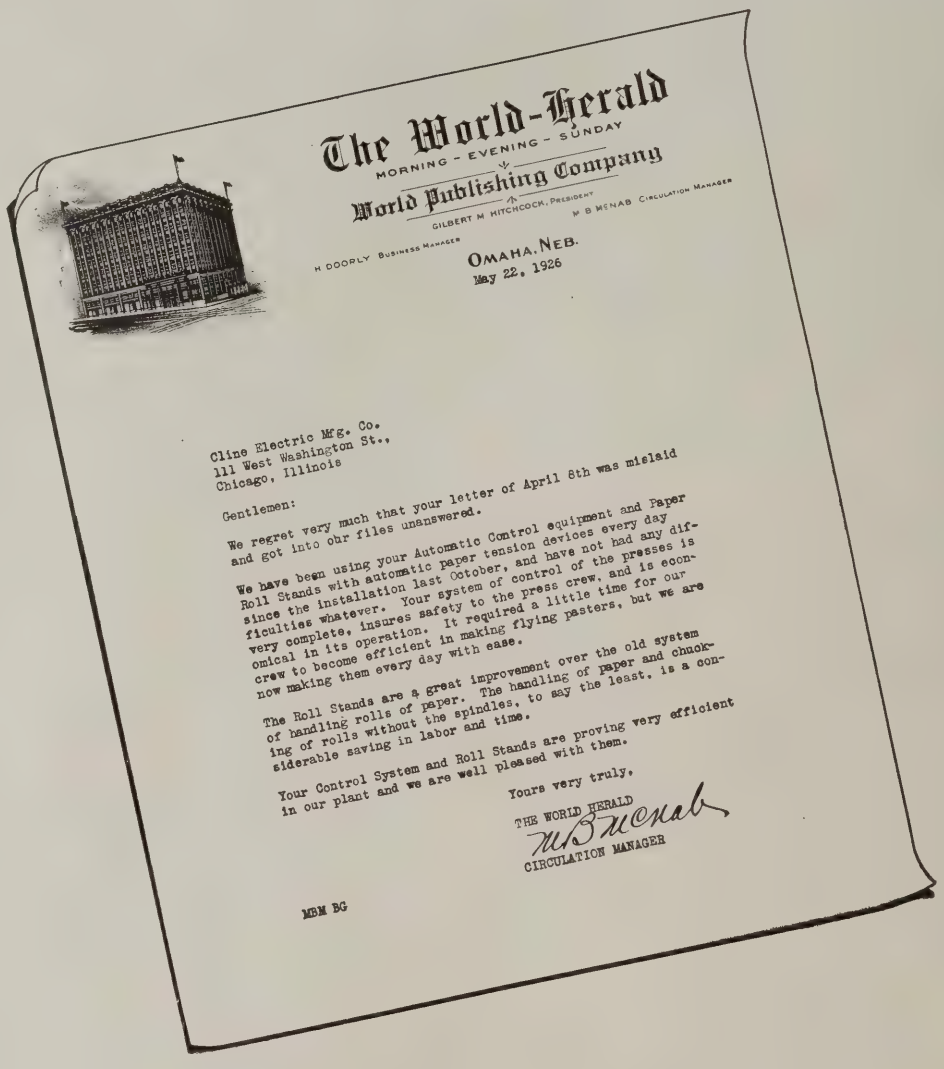
MIEHLE PRINTING PRESS & MFG. CO.

Main Office and Factory
Fourteenth and Robey Sts.
CHICAGO

Sales Offices:
PHILADELPHIA
BOSTON
DALLAS
SAN FRANCISCO
LOS ANGELES
ATLANTA, Dodson Printers' Supply Company
OKLAHOMA CITY, Western Newspaper Union
SALT LAKE CITY, Western Newspaper Union

Operating Exhibits:
Transportation Building, Chicago
Printing Crafts Building, New York

"The Cline System of Press Control Is Clean, Safe and Economical,"—says
THE WORLD HERALD



The World-Herald
MORNING - EVENING - SUNDAY
World Publishing Company
GILBERT M HITCHCOCK, PRESIDENT
H DOORLY BUSINESS MANAGER
W B MENAB CIRCULATION MANAGER

OMAHA, NEB.
May 22, 1926

Cline Electric Mfg. Co.
111 West Washington St.,
Chicago, Illinois

Gentlemen:

We regret very much that your letter of April 8th was mislaid and got into our files unanswered.

We have been using your Automatic Control equipment and Paper Roll Stands with automatic paper tension devices every day since the installation last October, and have not had any difficulties whatever. Your system of control of the presses is very complete, insures safety to the press crew, and is economical in its operation. It required a little time for our crew to become efficient in making flying pasters, but we are now making them every day with ease.

The Roll Stands are a great improvement over the old system of handling rolls of paper. The handling of paper and chucking of rolls without the spindles, to say the least, is a considerable saving in labor and time.

Your Control System and Roll Stands are proving very efficient in our plant and we are well pleased with them.

Yours very truly,

THE WORLD HERALD
W B McNab
CIRCULATION MANAGER

MBM BG

The Cline Electric Mfg. Co. furnishes motors and control equipment for the following:

Newspaper Publishers
Stereotype Machinery
Book Binders
Electrotypers
Job Printers
Composing Machines
Magazine Publishers
Lithographers
Paper Box and Carton Manufacturers

CLINE ELECTRIC MFG. CO.

MAIN OFFICE, CONWAY BUILDING, 111 W. WASHINGTON ST., CHICAGO ILL.

WESTERN OFFICE
FIRST NAT'L BANK BLDG.
SAN FRANCISCO
CALIFORNIA

CLINE ELECTRIC MFG. CO. CHICAGO — CLINE SYSTEM

EASTERN OFFICE
MARBRIDGE BLDG.
47 WEST 34TH ST.
NEW YORK CITY

THE PAGEANT OF ADVERTISING

THE 18TH CENTURY BILL POSTER

The 18th century saw more use of the printed word than the spoken word for spreading information among the people. The old bill poster was always the center of attraction as he posted notices of sales, taxes, and events of the day.

A WESTVACO SURFACE FOR EVERY PRINTING NEED

Copyright 1927 West Virginia Pulp & Paper Company

See reverse side for LIST OF DISTRIBUTORS

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ATLANTA, GA. The Chatfield & Woods Co.
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308 W. Pratt Street

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1726 Avenue B

BOSTON, MASS. The Arnold-Roberts Co.
180 Congress Street

BUFFALO, N.Y. The Union Paper & Twine Co.
Larkin Terminal Building

CHICAGO, ILL. Bradner Smith & Company
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HOUSTON, TEXAS Graham Paper Company
1002-1008 Washington Avenue

KANSAS CITY, MO. Graham Paper Company
332-336 W. 6th Street, Traffic Way

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15 Orange Street

NEW ORLEANS, LA. Graham Paper Company
S. Peters, Gravier & Fulton Sts.

NEW YORK, N.Y. West Virginia Pulp & Paper Co. 200 Fifth Avenue

OMAHA, NEB. Carpenter Paper Company
Ninth & Harney Streets

PHILADELPHIA, PA. West Virginia Pulp & Paper Co. Public Ledger Building

PITTSBURGH, PA. The Chatfield & Woods Co.
Second & Liberty Avenues

PROVIDENCE, R.I. The Arnold-Roberts Co.
86 Weybosset Street

RICHMOND, VA. Richmond Paper Co., Inc.
201 Governor Street

ROCHESTER, N.Y. The Union Paper & Twine Co. 25 Spencer Street

ST. LOUIS, MO. Graham Paper Company
1014 Spruce Street

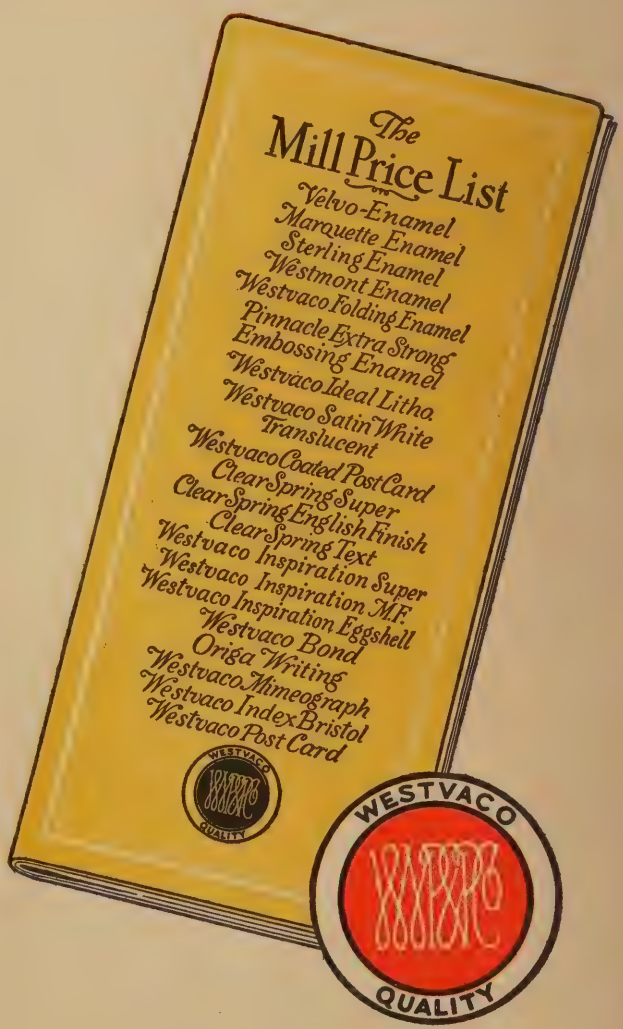
ST. PAUL, MINN. Graham Paper Company
16 East Fourth Street

SAN ANTONIO, TEX. Graham Paper Company
1432-1434 South Alamo Street

SAN FRANCISCO, CAL. West Virginia Pulp & Paper Co. 503 Market Street

WASHINGTON, D.C. R. P. Andrews Paper Co.
804 First Street, S.E.

YORK, PA. R. P. Andrews Paper Co.
33 North Pershing Avenue



Manufactured by
WEST VIRGINIA PULP & PAPER COMPANY

GET this. Foldwell Coated Papers have a big content of clean, new rag—not old rag. You bet Foldwell is strong!

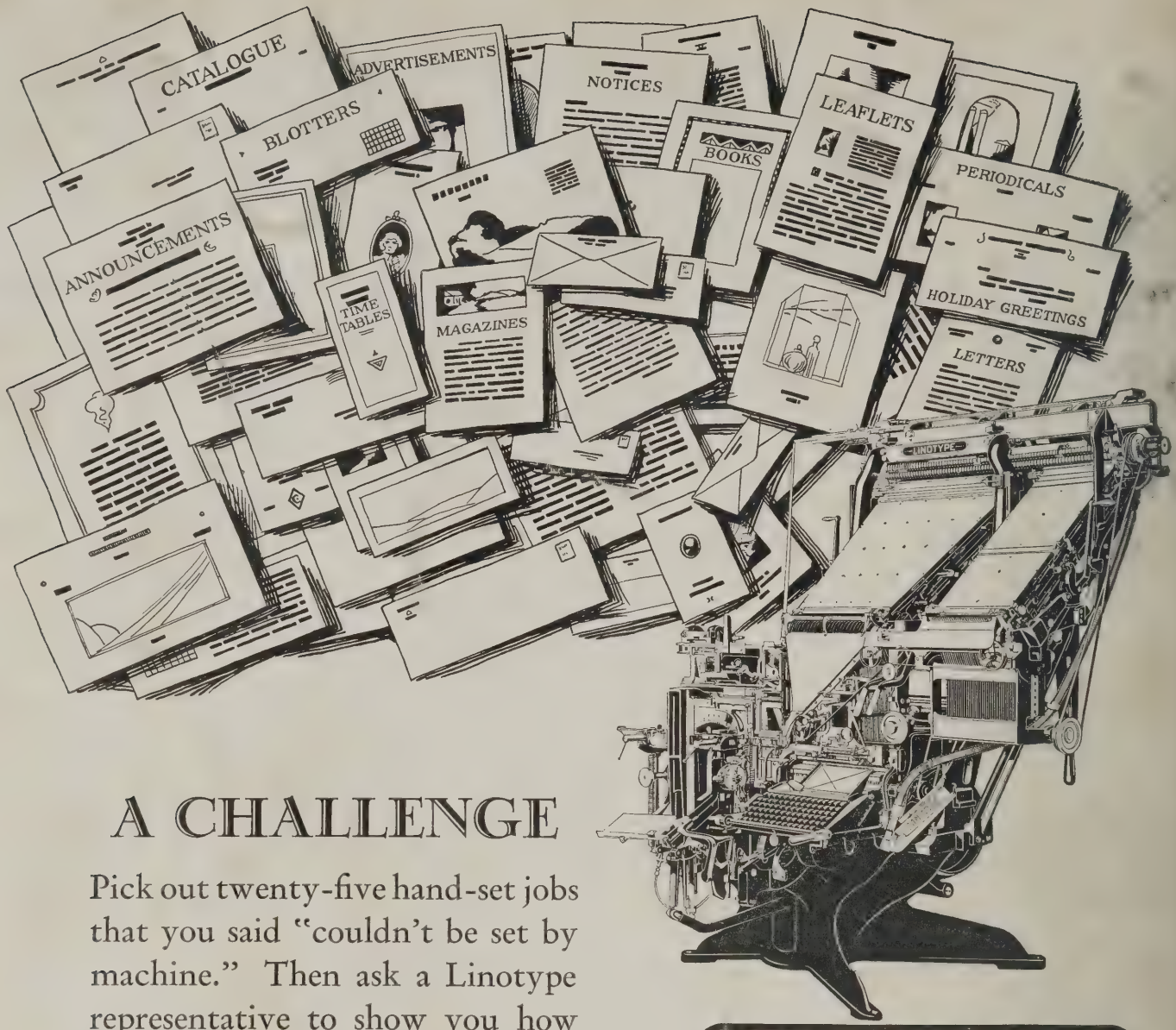
For Samples Address

Foldwell
TRADE MARK REGISTERED

801 South Wells Street, Chicago

Nationally Distributed

THE FOLDWELL LINE CONSISTS OF FOLDING COATED BOOK · COVER · COATED BOND · SEMI DULL COAT AND SPLIT-COLOR [PATENTED]



A CHALLENGE

Pick out twenty-five hand-set jobs that you said "couldn't be set by machine." Then ask a Linotype representative to show you how many of them could have been set quickly and efficiently on a multiple distribution Model 26,

and How!

TRADE **LINOTYPE** MARK

On the Model 26 a single keyboard controls two main and two auxiliary magazines. Faces from any of the magazines may be assembled and mixed in the same line, permitting continuous, rapid composition

MERGENTHALER LINOTYPE COMPANY

BROOKLYN, NEW YORK

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

THE LINOTYPE WAY IS THE MODERN WAY

LINOTYPED IN THE GARAMOND FAMILY AND NARCISS

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